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# *The Roses of New Castle*

## 1930



*"Our Great New Rose  
Pride of New Castle"*

# HELLER BROS., CO.

P.J. LYNCH, OWNER

NEW CASTLE,

INDIANA

# \*"Pride of New Castle"

## Superb Novelty Rose

(See illustration on front cover page)

WE now offer this sensational new, deep crimson, bush rose, which will add still further fame to the "**Roses of New Castle**." Originated by the great American Rosarian, Mr. E. G. Hill. We control the entire stock. We consider it is entirely fitting to name it "**Pride of New Castle**" as it will contribute further renown to this "**Rose City**" out of which so many new roses have been given to the world.

This great, new, Hybrid Tea bush rose is the result of a cross fertilization of the far famed "**Hoosier Beauty**" and an undisseminated seedling. It is a strong, vigorous grower, bush type, with extra heavy, large foliage, free from disease of all kinds. It bears its magnificent flowers in most wondrous abundance and continuously. The blooms are immense in size, very double, borne on strong stems in the greatest profusion throughout the growing season. When this is written, after freezing weather and snows, this variety is still blooming in the writer's yard, after all other roses are done. No other crimson rose can compare with it. The color is an indescribable deep, velvety crimson, without spot or blemish—remarkably brilliant and does not fade out. It is not excelled in fragrance by any rose in cultivation. The perfume is delicious and very penetrating. Due to its vigorous growth it is hardy everywhere.



Pride of New Castle

**Prices.**—"Pride of New Castle": Strong first size plants 50c each, 5 for \$2.00 postpaid. Large two-year-old plants, pot-grown, \$1.50 each, 4 for \$5.00, \$15.00 per dozen by express. If wanted by parcel post add 10c per plant for 2 yr. old. Still larger star size \$1.75 each, 3 for \$5.00 by express. If wanted by prepaid parcel post add 15c per plant for star size.

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### **Your Guarantee—How to Order—Important—Please Read**

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**Prices, terms, offers and conditions in this book cancel all previous offers and terms.**

**Terms, Cash With Order**—Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered letter. All may be sent at our risk.

**Please Use Order Blank** and write name and address plainly. Write letters on separate sheet.

**Order Early**—The sooner the better. All orders shipped immediately unless directed to the contrary. Early ordering is of mutual advantage. Stock reserved for delivery when desired.

**Parcel Post and Express Shipments**—All goods at Postpaid prices mean we pay the transportation charges. All goods at Express prices are shipped at the purchaser's expense. Parcel post shipments insured up to \$25.00 for 8c extra to be remitted with order.

**Canadian and Foreign Orders**—Please remit 25% additional for extra packing and postage. Canadian customers must secure a permit from the Sec'y of the Destructive

Insect and Pest Board, Dept. of Agriculture Ottawa.

**We Reserve the Right to Substitute** another variety of equal value for any variety the stock of which is exhausted, unless we are instructed to the contrary.

**Our Guarantee**—All shipments must be satisfactory when received or order duplicated or money refunded, whichever preferred. Complaints, if any, must reach us in ten days after receipt of shipment. After delivery in good condition our responsibility ceases. We do not guarantee safe arrival on Canadian, U. S. Colonies or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we send out. While we strive to have our plants true to name we do not guarantee it. Soil and climatic conditions, wet or dry growing season, improper care, unfavorable location, many causes for failure over which we have no control.

Heller Bros. Co. is a trade name. The sole owner of this business is P. J. Lynch.



# The "Roses of New Castle"

Grown in the Best Rose Growing Soil in the World

THE prettiest, most permanent and inexpensive way of increasing the value and attractiveness of your home is to plant liberally of these "Roses of New Castle" and other miscellaneous flowers, plants and bulbs offered in this book. Grown in the rugged Indiana climate, in the best soil in America, once planted these famous "Roses of New Castle" continually increase in size and beauty year after year.

**A Comfort, Not a Burden.** No matter where you live you can have them in all their glory by following the simple instructions given in this book. Good garden soil and a little loving care is all they require to produce their gorgeous flowers.

**Perfect Plants.** Every rose plant you buy from us is brought to perfection in this famous New Castle soil. Our reputation for high class goods, honest dealing and continuous interest in our customer's success is world wide. The best guarantee of absolute satisfaction is the good name of the dealer. A dependable, honest reputation can only be built upon the customer's satisfaction and good will. This we claim to have in abundance.

Our new friends can rely absolutely upon the experience of the many, many thousands of old friends who continue to favor us with their orders from time to time. It is not what *we* think about ourselves that is important it is what *you* think. Ask anyone about our reliability and quality of our goods and the answer will bring the order. Our plants will grow splendidly for you. It is generally con-

ceded that the extra expense we go to in building the root action of the plant before it is sent out insures the highest grade plant.

**We Are Rose Specialists.** For over 75 years the writer's people have been Rose Growers. The knowledge of past generations have come down to us in the school of experience and that is the only school that is never in error. We grow good roses and we ought to because that is our business and our roses must be good or we would not have sold millions upon millions of them throughout the world to satisfied customers.

**Kind Words.** We have thousands of complimentary letters that have come to us unsolicited from all parts of the U.S.A. and from almost every country including far away countries such as Siam, the Congo in South West Africa, West Indies, South America, Japan—everywhere in the whole wide world our roses are giving untold pleasure and joy to friends. No matter where you live you can have these beautiful "Roses of New Castle" growing in all their gorgeous beauty. They are the most delightful recreation in this busy work-a-day world.



P. J. LYNCH  
Owner

## Our Guarantee

All shipments must be satisfactory when received or order will be duplicated or money refunded, whichever you prefer. Complaints, if any, must reach us in ten days after receipt of shipment. After delivery in good condition our responsibility ceases.

HELLER BROTHERS COMPANY, New Castle, Indiana

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, up-right business man, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Ind.



TEXAS. Roses reached me in perfect condition. You can count on me as a lifetime customer.—  
Mrs. C. R., Hale Center, Texas.



## New Hardy Everblooming Garden Roses

OUR offerings in new roses embrace exquisite varieties, marvelous in form, color and fragrance. It is impossible to find space to describe them properly. They mark the scientific advancement the world over in the realm of roses. Of necessity our supply is limited, therefore order early. They are essentially garden roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty. H.T. in description means—Hybrid Tea Class, Hardy, Everblooming.

**Lady Alice Stanley (H. T.)**—Color, coral-rose, inside of petals shading to flesh-pink. Very beautiful. Easy to grow.

**Roselandia (H. T.)**—Dark saffron-yellow of the Ophelia type. Considered an improved Ophelia.

**Bell of Portugal.** A fine climbing rose. Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

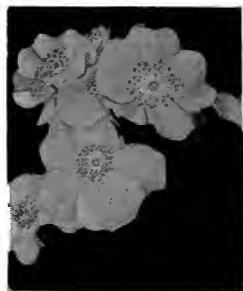
**Heart of Gold.** Hardy climber. Color crimson with white at base of petals and unusually prominent golden stamens. Rare.

**W. Freeland Kendrick (H. T.)**—Buds medium size; flowers large, globular, very double. Color flesh deepening to peach in center.

**John Cook (H. T.)**—A triumph among garden roses. Color clear pink, reflex petals a lighter shade. Flowers borne in great profusion continuously.

### David O. Dodd

(H. T.)—New rose of magnificent form and color. Rich, deeply flushed crimson scarlet. Large beautifully shaped buds and enormous double flowers. growing. The great crimson rose. Really gorgeous. (See cut.)



Unique Rose, Hugonis

Deliciously fragrant, strong



Superb New Rose, David O. Dodd

**Royal Red (H. T.)**—A Giant bush rose, flowers of enormous size. Color, scarlet red, with almost black shadings. Sweetly scented; strong powerful stem. Wonderfully beautiful.

**Freedom.** Strong, hardy, rugged, new white climbing rose. Flowers double, scented, free blooming, long stems.

**Courtney Page (H. T.)**—A great new rose. Magnificent flowers, large, full, double. Intense glowing crimson shaded with velvety sheen. Grand grower. None better. Continuous bloomer.

**Etoile de Holland (H. T.)**—Bright red flowers of medium size. Flowers fairly full and deliciously perfumed.

**City of Little Rock (H. T.)**—Beautiful bright pink. Flowers large. Strong vigorous grower and free flowering.

### Hugonis

A rare novelty, known as the "Golden Rose of China." Very unique, blooming early in the spring before all other varieties, bearing masses of single yellow flowers. Extremely hardy (See cut.)

**PRICES**  
All Roses on this page, except as noted.

**STRONG FIRST SIZE**  
35c each, 3 for \$1.00, postpaid. All roses sent with soil on roots.

**LARGE 2-YR. PLANTS**  
\$1.00 each by express, \$10.00 per doz.; \$1.10 ea. prepaid parcel post; \$12 doz. Any 6 at doz. prices.

**STAR SIZE PLANTS**  
\$1.25 each by express, \$12.00 per doz.; \$1.40 ea. prepaid parcel post, \$14 doz. Any 6 at doz. prices.



GEORGIA. Roses are doing wonderfully. Jeannette Heller has made wonderful growth and foliage has not a single blemish.—Mrs. L. S. J., Demorest, Ga.



## New Hardy Everblooming Garden Roses



Mrs. A. R. Waddell

### Elsie Beckwith

(H. T.)—Color a rich glowing rosy pink. Sweetly scented blooms, with large bold stiff petals, produced on long stems. Vigorous, upright grower.

### Templar

(H. T.)—Clear, bright red of exceeding double form. Flowers wonderfully beautiful and highly scented. Vigorous grower. Outstanding.

### Duchess of Wellington

(H. T.)—Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Vigorous growth, free flowering. A great new rose.



Elsie Beckwith

### Mrs. A. R. Waddell

(H. T.)—Rivals in color effects Rev. F. Page Roberts. Beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Absolutely distinct and unique. Strong grower, free blooming. Lady Ursula (H. T.)—Produces well shaped, pale pink blooms continuously throughout the summer. Gorgeous—Orange-pink. See page 19. Price \$1.00 each.

Matchless (H. T.)—Long pointed buds opening full and double. Color a deep cerise pink, almost red. Intensely fragrant.

Mme. Edouard Herriot—Bright orange pink. See page 19. Price \$1.00 each.

Red Columbia (H. T.)—Same as Columbia except the color is a brilliant scarlet crimson of exquisite shading.

Souv. de Georges Pernet—Terra-cotta pink. See page 18. Price \$1.00 each.

Edel (H. T.)—Color white with faintest ivory shading toward base. Vigorous grower and constant bloomer.

ing toward base. Vigorous grower and constant bloomer.

Mrs. Henry Morse (H. T.)—Two tone. See page 18. Price \$1.00 each.

Red Giant (H. T.)—Bears lovely carmine colored flowers throughout the growing season. Color is new and attractive.

Rev. F. Page Roberts (H. T.)—See page 18. Price \$1.00 each.

General McArthur (H. T.)—Strong, healthy grower. Produces full, double scarlet crimson flowers of exquisite fragrance.

Lady Ashtown (H. T.)—Deep pink. See page 18. Price \$1.00 each.

La Champagne (H. T.)—Semi-double, peach colored blooms, slightly shaded darker. A most beautiful and satisfactory rose.

Betty Upchurch (H. T.)—Coppery-carmine. See page 18. Price \$1.00 each.



Templar

Miss Willmott (H. T.)—White. See page 18. Price \$1.00 each.

Ville de Paris (H. T.)—Color clear yellow. See page 18. Price \$1.00 each.

John C. Mensing (H. T.)—Bright pink, shaded golden. Large petals. A rose of extreme brilliancy.

Mrs. W. C. Egan (H. T.)—Light pearl pink. See page 19. Price \$1.00 each.

Senator Mascaraud (H. T.)—In our opinion one of the greatest of yellow garden roses. Unusually healthy, strong growing, blooming continuously and very hardy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.



Duchess of Wellington

### PRICES

All Roses on this page, except as noted.

( STRONG FIRST SIZE  
35c each, 3 for \$1.00,  
postpaid. All roses sent  
with soil on roots.

( LARGE 2-YR. PLANTS  
\$1.00 each by express,  
\$10.00 per doz.; \$1.10 ea.  
prepaid parcel post; \$12  
doz. Any 6 at doz. prices.

( STAR SIZE PLANTS  
\$1.25 each by express,  
\$12.00 per doz.; \$1.40 ea.  
prepaid parcel post, \$14  
doz. Any 6 at doz. prices.



ILLINOIS. Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous.—Mrs. T. F., Paris, Illinois.



# Climbing Columbia

*Great New Climbing Rose  
Hardy, Everblooming*



From the introducers we purchased this remarkable rose. Identical with the great "Columbia" having all the parent's desirable features—health, vigor and beauty—and in addition it is a wonderful climber, growing ten to fifteen feet in a single season.

Blooming, as it does continuously, bearing flowers of immense size, singly, on long, strong stems, the blooms often measuring six inches in diameter,

this at once becomes the greatest of all pink, hardy, ever-blooming, climbing roses.

Color is the same as "Columbia," glowing pink; fragrance delicious. A most remarkable rose and scarce.

Mr. Charles F. Steinway, noted piano manufacturer, New York City, tells us that his order for 135 star size rose plants set out last May at his country estate in New Jersey has given him splendid satisfaction. He writes, May 22nd, as follows:

"You are to be congratulated on the excellent condition in which the roses arrived. The soil around the roots was moist and soft, foliage fresh and green."

In June he again writes: "The roses are making new growth rapidly and several have already bloomed."

November 22nd we received the following: "I am more than pleased with the results this year. Every day during the late summer and fall, I cut 2 dozen or more blooms for the house, leaving sufficient buds and blooms in the garden to make a nice showing. The plants were singularly free from disease, which was not true of my budded rose bushes."

"Climbing Columbia is the best Climbing Rose in existence. The flowers are beautiful. My plant has a six-foot runner on it."

Maymie A. C. Hinkel, Sedalia, Mo.

## Climbing Columbia

**PRICES**  
Climbing  
Columbia

**STRONG FIRST SIZE**  
35c each, 3 for \$1 00,  
postpaid. Soil on roots

**2-YEAR PLANTS**  
\$1.00 each by express;  
prepaid by mail \$1.10  
each. Soil on roots

**STAR SIZE PLANTS**  
\$1.25 each by express;  
\$1.40 each, prepaid by  
mail





## How to Grow the "Roses of Newcastle"

**The Real Test** of a rose is its roots. The root action is the heart of the plant. Our Roses, grown by skilled growers, are heavily rooted and specially prepared to stand up and do well—anywhere—even under most unfavorable conditions. A rose plant will not bloom profusely unless it has strong, vigorous roots. This is what you expect and pay for. You get real roots with the "ROSES OF NEW CASTLE" and always the kind of plants that do well and bloom profusely without any coaxing or petting. Our pot-grown rose plants are unsurpassed in quality—and the prices are remarkably low. We take the risk out of rose planting by growing only high grade stock. The best is always the cheapest. Don't be deceived by "loud speakers." Noise and real service seldom go hand-in-hand.

**Preparation of Soil.** There are no mysteries or secrets about growing the "ROSES OF NEW CASTLE" successfully in the average home yard or garden. Some, but very few articles we read in various publications, give information worth remembering. The elaborate instructions as regards soil, its preparation, drainage, which in most cases, if followed would cost, many times over the price of the rose plants; a multitude of "do's and don't's," lists of obscure roses, mostly foreign and unsuited to varying American climatic conditions—all this and more, by "chain writers," is confusing, discouraging and in most cases consists of misinformation. Having beautiful Roses blooming in your home garden, no matter how modest, ought not to be a burden but instead should be one of the greatest pleasures of life. It can be too, whether you spend \$1 or \$100 by following these simple instructions. Plant our roses in ordinary garden soil such as will grow corn, peas, beans, etc. When it is possible, enrich the soil with well rotted manure. Cow manure is best. Horse manure, if thoroughly rotted, will do. Use chicken, pig, sheep and other animal manures sparingly, if at all. Bone meal, air slacked lime or Stim-U-plant tablets can be used to advantage. Spade deep—fifteen inches or more for reasonable drainage and to hold moisture in hot weather.

**When to Plant.** Plant these famous pot-grown "ROSES OF NEW CASTLE" after all danger of freezing or heavy frost is past, and any time thereafter that suits you. Don't overlook this fact that these "ROSES OF NEW CASTLE" may be planted any time during the growing season because, being pot-grown, they can be transplanted safely whenever it suits you. Dormant plants have a short planting season in the early spring. Our plants are pot-grown, the best for the amateur planter. Plant them whenever it suits you, after all danger of severe frost is past.

**Winter Protection.** More roses are killed from protecting too early than all other causes combined. Do not commence protection until real freezing weather comes—then commence to put some soil up around the plants a little at a time and as the weather

gets colder put a little covering of leaves, straw, litter, allowing for circulation of air. Do not smother the plants out. In the spring remove the covering gradually. Don't protect the plants too early or leave the protection stay on too long in the early spring.

**Pruning.** When plants come to you they need no pruning unless you wish them a certain size. In the early Spring prune back about one-third before they foliage out. Cut out small shoots. Climbing roses may be pruned to any height desired.

**General Information.** Keep plants dry rather than wet and feed with Stim-U-Plant tablets. Roses like sunshine. Partial shade is not harmful but plenty of sunshine is best. Don't plant close to trees or shrubs. Again do not keep plants too wet.

With the vigor, vitality and health our plants get from our marvelous rose growing soil here it will be the exception to the rule if you do not have splendid success with the "ROSES OF NEW CASTLE."

### GUARANTEED, HEALTHY PLANTS

*Never in our experience has it been more important to have healthy plants than today. Our plants are absolutely healthy and this fact is certified to by the certificate of cleanliness and absolute health from our State Entomologist which accompanies every shipment leaving here.*

### Insecticides and Fertilizers

**Stim-U-Plant Tablets.** An excellent plant food in tablet form. Increases growth marvelously. Complete directions with each package. Prices, postpaid: Small size, 25c; 100 tablets, 75c; 1000 tablets in bucket, \$3.50.

**Sulpho-Tobacco Soap.** For sure, easy and immediate extermination of all insect life on plants, trees and animals. Sulpho-Tobacco Soap is a matchless preparation. Will not injure the most tender plant. It dissolves readily in water, and may be applied with an ordinary sprayer. Prices: 3 oz. cake, 15c; 8 oz. cake, 30c. postpaid.

### Tyrian Plant Sprinkler



is essential to success with plants. With it you can quickly sprinkle them. It will keep the foliage fresh and healthy. Throws a spray "just like rain." Postpaid, 90c each.

**Special Offer**—The "Tyrian Sprinkler" and a 3 oz. package of Sulpho-Tobacco Soap for \$1.00, postpaid.

### WALKER'S PLANT FOOD

A highly concentrated plant food quickly producing vigorous, healthy growth and profusion of flowers; directions with each package. 2½ oz. cans, making 3 gals., postpaid 25c; 5 oz. cans, making 6 gals., postpaid 45c; 12 oz. cans, making 15 gals., postpaid 70c.



## **“Jeannette Heller”**

The above illustration comes as near showing this great rose in its natural colors as it is possible for the printing art to produce. It gives some idea of its delicate

color combinations. Hundreds of thousands of Jeannette Heller roses have been sold to satisfied customers the world over. It stands out as one of the greatest of all garden roses.



OHIO. The Jeannette Heller planted three months ago has six big blooms and it is sure beautiful. It has caused very favorable comment.—Mrs. L. E. C., Cheviot, Ohio.



# Famous Jeannette Heller Rose

Introduced and for Sale by Heller Brothers Company

**THE BEST, STRONGEST, HEALTHIEST, HARDEST AND MOST BEAUTIFUL BUSH ROSE IN THE WORLD**

## Reasons Why "Jeannette Heller" is the one Best Rose for American Gardens

**Always in Bloom.** The prime requisite of any rose is to bloom abundantly. "Jeannette Heller" blooms literally all the time and the first year. Here in New Castle growing in ordinary garden soil, we saw a bush about two feet high of "Jeannette Heller" with seventeen perfect flowers and buds at one time. What rose can equal that?

**Healthiest of All Roses.** Has wonderful vigor. The reason "Jeannette" blooms so abundantly is that it has a wonderfully strong root action, which means perfect health, as the heart of any rose is its root system. Has the vigor of an oak. Hardy with protection under ordinary conditions.

**Grows Luxuriantly Everywhere.** "Jeannette Heller" is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet. Even in Jamaica, under the tropical sun, we saw a bush covered with a perfect mass of gorgeous buds and flowers. Splendid in the extreme

cold climates, superb in the West, grows like a weed in the South, the East has pronounced it the best rose in America for amateur planters.



Jeannette Heller Rose

**Perfect Flowers, Superb Color.** Perfect flowers both in form and color. The flowers are magnificent, buds long and pointed, of immense size, opening into wonderful, deep, double, perfectly formed blooms, unsurpassed and indescribable in their beauty. The color is a beautiful blending of shell-pink in the center, shading off to rosy blush and pale yellow; sometimes creamy yellow and pale white or pearl then again almost pure pink. Impossible to describe the different color effects, which are duplicated in no other rose.

**A Truly American Rose.** This is an American rose, born in America. It wants a permanent home in every garden in America. The best rose for amateur rose growers. Read what others have to say and what you will say about "Jeannette Heller" when you try it.

*Some time ago I received your Trial Collection of 8 roses. I am more than pleased with the selection, and particularly proud of Jeannette Heller which has bloomed twice and it is very beautiful. I always had an idea growing roses was a difficult undertaking but I was surprised with the rapid growth and profusion of bloom.—H. S. L., Montclair, N. J.*

*Six years ago I bought several roses from you and they were all fine but the finest of them all and which seems to be especially suited to this climate and location was Jeannette Heller.—Mrs. G. M. L., Crystal Springs, Florida.*

*I purchased 5 plants from you last spring. All grew and bloomed. I was especially pleased with Jeannette Heller and Victor. The flowers were truly marvelous. I consider either of these roses worth more than I paid for all five.—Mrs. O. E. S., Tillamook, Oregon.*

*All the roses ordered this spring are budded and in bloom. I am very well pleased with them. Recently a friend from Oregon, the land of roses, told me that she thought Jeannette Heller was the prettiest rose she had seen in this country.—Mrs. D. W. M., Monona, Iowa.*

*The 35 roses which I purchased from you in the month of May every one grew and 30 of them have bloomed right along. My Jeannette Heller is a beauty. At the present time it has 4 large flowers and 9 buds. My rose bushes were the small size but it is surprising how fast they grew. We can scarcely believe it ourselves. I have not been without a rose all summer and this is the second week in September and I have about 50 buds yet to come out. No words can express how much we are pleased with them. They are admired by all who see them.—Mrs. J. P. M., Schenectady, N. Y.*

**PRICES**  
Jeannette  
Heller

**STRONG, FIRST SIZE**  
30c each, 4 for \$1.00;  
\$2.50 per doz., postpaid  
by mail.

**LARGE 2-YEAR PLANTS**  
Soil on Roots  
90c each, \$10.00 per doz.,  
by express; \$1.00 each,  
\$11.00 per doz. prepaid  
by parcel post

**STAR SIZE**  
Pot-grown Specimen Plants  
\$1.25 each, \$12.50 per doz.  
by express; prepaid by  
parcel post, \$1.40 each.  
6 of any size at dozen  
rates. Soil on roots.



VIRGINIA. The roses (first size) I got in April have done so well that I'm ordering some for fall planting. Your packing is marvelous.—Mrs. D., Centre Cross, Virginia.



Great Yellow Rose — Etoile de Lyon — Golden Yellow

## Hardy Everblooming Tea Roses

**T**O this class of bush roses belongs all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers and healthy foliage their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

### Etoile de Lyon

Magnificent golden yellow. One of the hardiest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom continually. The shape of the flowers is superb and in size they rival the well known Marechal Niel. This and the Alexander Hill Gray are among the great Yellow Garden Roses.

### Bridesmaid

This variety is valuable for cutting and does finely in in the open ground; color fine, clear dark pink, much deeper and more constant in color than Mermet. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush roses.



Bridesmaid (Beautiful Pink)

**PRICES**  
All roses  
on this page

**STRONG FIRST SIZE**  
25c ea., any 5 for \$1.00,  
\$2.00 per dozen. All rose  
plants sent with soil on  
roots.

**BIG 2-YEAR PLANTS**  
80c ea., \$8.00 per doz., by  
express; prepaid by parcel  
post, 90c ea., \$9.00 per doz.  
Any 6 at doz. prices.

**STAR SIZE PLANTS**  
\$1.00 ea., by express,  
\$10.00 per doz.; prepaid  
by parcel post, \$1.15 ea.,  
\$11.50 per doz. Any 6 at  
doz. prices



WASHINGTON. I liked my last order so well. All are blooming and looking fine for a July planting. Our gardens took first prize this year. I think it was the little roses full of buds and blooms.—Mrs. N. J. Y., Klickitat, Wash.

## Everblooming Tea Roses—*Continued*



**Mme. Francisca Kruger**

### **Mme. Francisca Kruger**

This beautiful rose is of strong, bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.

### **Mrs. B. R. Cant**

Especially recommended for outdoor cultivation as one of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

### **Wm. R. Smith**

Especially suited for outdoor planting and cutting purposes. The soft blending of the salmon-pinks, rose pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

### **Cornelia Cook**

Flowers borne in great profusion and very desirable; color pure creamy white, tinged with lemon and blush.

## **Lady Hillington**

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

### **Marie Guillot**

The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double, the buds are very pretty, of sweet fragrance.

### **The Bride**

There is no other white rose more satisfactory than the Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.



**Lady Hillington**

**PRICES**  
All roses  
on this page

**STRONG FIRST SIZE**  
25c ea., any 5 for \$1.00;  
\$2.00 per dozen. All roses  
sent with soil on roots.

**BIG 2-YEAR PLANTS**  
\$0c ea. by express, \$8.00  
per doz.; 90c ea. prepaid  
parcel post, \$9.00 per doz.  
Any 6 at dozen prices

**STAR SIZE PLANTS**  
\$1.00 ea. by express,  
\$10.00 per doz.; \$1.15 ea.  
prepaid parcel post, \$11.50  
per doz. Any 6 at dozen  
prices

## Hardy Everblooming Garden Bush Roses

THESE are the great, garden bush roses that everybody wants and which are planted by nearly everybody because of the satisfaction they give, everywhere. They bloom continuously from early summer until severe freezing weather; have large, bold, handsome, exquisitely fragrant flowers, in the most gorgeous colors imaginable. Like all roses they are benefited by winter protection. See page 7. Once planted these great garden roses are practically permanent.

### Red Radiance—A Great American Bush Rose

Has no superiors and few equals; identical with the original Radiance (pink) offered elsewhere, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy, withstanding the most severe winters. Especially recommended for its free blooming qualities in all climates.



Mrs. Aaron Ward



Rhea Reid

**Victor**—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy pink flowers on long stiff stems. We saw it in California with flowers six inches in diameter—a marvelous sight.

### Sunburst—Giant Yellow

Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full, deep, double flowers which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth. Superb.

**Richmond**—Vivid red, exquisitely shaped, immense fragrant flowers are nothing short of gorgeous.

### Mrs. Aaron Ward

Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Splendid in form; always blooming.

### Rhea Reid

The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet-crimson, gorgeous in appearance.

**Mad. Caroline Testout**—This grand old favorite has been adopted by the State of Oregon as its State Flower. In color, it is of a satiny rose, deepening to clear red in the center.



Sunburst



Red Radiance

**PRICES**  
All roses on  
this page

**STRONG FIRST SIZE**  
30c ea., any 4 for \$1.00,  
\$2.50 per doz. prepaid

**BIG 2-YEAR PLANTS**  
85c ea. by express, \$8.50  
per doz.; 95c ea. prepaid  
by mail or \$9.50 per doz.  
Any 6 at doz. prices

**STAR SIZE PLANTS**  
\$1.00 ea. by express.  
\$10.00 per doz.; \$1.15 ea.  
prepaid by mail or \$11.50  
per doz. Any 6 at doz.  
prices



INDIANA. Roses arrived in fine condition. They are the healthiest rose plants we have ever planted.—J. O. C., Ft. Wayne, Indiana.

## Hardy Everblooming Bush Garden Roses—Continued

### Rev. F. Page Roberts

No rose in recent years has gained such world-wide fame as this marvelous new variety. A splendid, vigorous growing, bush rose, carrying its superb, sweetly scented flowers erect on long, stiff stems. As to the color it is difficult to describe, copper red going to golden yellow with the outside of petals a reddish tint—a most charming effect. Flowers very large and double, with 40 to 50 petals; highly fragrant. A truly magnificent rose.

Two year old, field-grown pot-plants only, \$1.00 each by express; prepaid by parcel post, \$1.25 each.

### Columbia—Lovely Pink, Garden Bush Rose

As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigor and blooming capacity. Large heavy foliage free from diseases. A marvelous garden rose.



Prince E. C. d'Arenberg



Rev. F. Page Roberts

### Prince E. C. d'Arenberg

This really great rose seems to be overlooked. Flowers of a bright scarlet, shaded maroon, borne on long, straight stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower, with fine foliage. Very hardy.

**Gruss An Aachen**—Strong, low growing and continuous blooming. Practically insect-proof. Color yellowish rose with salmon pink and rose shadings. Exquisite flowers. A remarkable new rose.



Frau Karl Druschki

### Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming, garden rose. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardy.

### Frau Karl Druschki

The best hardy, snow-white rose now known. Tremendously strong grower, 4 to 6 feet. Hardy everywhere; immense, glorious flower, snow white in color.



Alexander Hill Gray



Columbia

**PRICES**  
All roses  
on this page  
except where  
noted

**STRONG FIRST SIZE**  
30c ea., any 4 for \$1.00;  
\$2.50 per doz. prepaid.  
All Roses sent with soil  
on roots.

**BIG 2-YEAR PLANTS**  
85c ea. by express, \$8.50  
per doz.; 95c ea. prepaid  
parcel post, \$9.50 per doz.  
Any 6 at dozen prices.

**STAR SIZE PLANTS**  
\$1.00 ea. by express,  
\$10.00 per doz.; \$1.15 ea.  
prepaid parcel post, \$11.50  
per doz. Any 6 at dozen  
prices



## Hardy Everblooming Garden Bush Roses—Continued



**Pink Killarney**

**Pink Killarney**—Strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant, shell-pink; hardy everywhere. Magnificent in growth; bears its beautiful flowers constantly all summer.

**White Killarney**—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone knows it by its shape.

**Yellow Killarney**—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom all summer. The equal of Souv. de C. Pernet, or any other yellow rose.

**Special Offer:** One each three Killarneys in first size plants sent postpaid for 85c. One each two-year-old plants by express, for \$2.50 or \$2.75 by parcel post prepaid.

**American Beauty**—The fame of American Beauty roses is world wide. It still reigns supreme. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems and the fragrance is that of the old Damask rose. Exquisite and unequalled. Hardy with winter protection.



**Yellow Killarney**

**PRICES**  
All roses  
on this page

**STRONG FIRST SIZE**  
30c ea., any 4 for \$1.00;  
\$2.50 per doz. prepaid.  
All Roses sent with soil  
on roots.

**BIG 2-YEAR PLANTS**  
85c ea. by express, \$8.50  
per doz.; 95c ea. prepaid  
parcel post, \$9.50 per  
doz. Any 6 at dozen prices

**STAR SIZE PLANTS**  
\$1.00 ea. by express,  
\$10.00 per doz.; \$1.15 ea.  
prepaid parcel post, \$11.50  
per doz. Any 6 at dozen  
prices

### DIFFERENT SIZES IN ROSES

Our first size plants produce wonderful results in growth and freedom of bloom. Millions sold and their popularity is increasing because they give absolute satisfaction.

Our two-year-old plants are large, as we grow them. In blooming capacity and satisfactory results the best and cheapest rose plants in America.

Our star size plants are still larger than the big two-year-old plants. The last word in size, real excellence and constant blooming capacity.



PENNSYLVANIA. Roses purchased (first size plants) last year are fine. One bush had 14 blooms on it the second month. It was truly remarkable to see such small bushes with so many blooms. —H. C. O'K., McKees Rocks, Penna.

## Hardy Everblooming Garden Bush Roses—Continued

### Premier

The blooms are immense, buds long, full pointed. Color rich, deep, rose-pink, without shadings, which is retained well, except in excessive heat. Growth is sometimes slow in getting started, but then it is very vigorous. A profuse bloomer, and the beauty of its blooms is seldom equalled. No rose garden is complete without it.

**Hoosier Beauty**—No illustration, no description can give the faintest idea of the grandeur of this variety. It is exquisitely beautiful, wonderfully strong growing, bushy form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers. Deep, double, immense in size, gloriously formed, with a color seen in no other rose, a superb velvety crimson. A splendid garden rose.

**National Emblem**—Ought to be in every home. The color is unsurpassed—a crimson, overlaid with deep, velvety crimson, shading to deeper vermilion edges; buds long and pointed, blooms full, deep and double, unusually well formed for a red rose. Petals of heavy substance, making it fine for cutting as well as garden decoration. Gorgeous; delicious fragrance.

**Madam Butterfly**—This great variety has become one of the most popular roses in cultivation. To describe this rose is impossible. If you can, imagine exquisitely formed buds of Indian ochre with yellow at the base and those intermediate tones of clear, brilliant shades of coral pink, opening into



Premier

deep, full flowers, a glorious effect. Strong growing, free blooming.

**Crimson Queen**—There is no color that produces the show that a good crimson does. The color is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom, extremely hardy.

### Courtney Page

Fine habit of growth. Magnificent flowers which attract more attention from visitors than any other rose in our collection. Large, beautifully formed, full, double flowers of intense glowing crimson overlaid with a velvety sheen. A wonderfully impressive rose.

**Red Letter Day**—A velvety brilliant glowing scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet, producing a rose of exquisite grace and charm.



Madam Butterfly  
Pink and Gold



Courtney Page

PRICES  
All roses on  
this page

**STRONG FIRST SIZE**  
30c each, any 4 for \$1.00,  
\$2.50 per doz. prepaid.  
Sent with soil on roots.

**BIG 2-YEAR PLANTS**  
85c ea. by express, \$8.50  
per doz.; 95c ea. prepaid  
parcel post, \$9.50 per  
doz. Any 6 at doz. prices

**STAR SIZE PLANTS**  
\$1.00 ea. by express,  
\$10.00 per doz.; \$1.15 ea.  
prepaid parcel post, \$11.50  
per doz. Any 6 at doz.  
prices



PENNSYLVANIA. The roses bought from you several years ago are the pride of the neighborhood. They are wonderful.—A. T., Oil City, Penna.



## Hardy Everblooming Garden Bush Roses—Continued



**Silver Columbia**

**Francis Scott Key**—A magnificent garden rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet and with darker shadings. Buds long and pointed, opening full and double.

### Gruss an Teplitz

**The Sweetest, Richest Crimson. Hybrid Tea Rose**

One of the world's twelve *best* roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a

### Silver Columbia

An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong grower.

### Sensation

Well named. Heavy, luxuriant foliage; strong growing, magnificently formed flowers of deepest velvety crimson, massive in size, produced in marvelous abundance.



**Gruss an Teplitz**

gorgeous effect all summer through. A strong, vigorous grower, actually attaining a height of four to five feet, perfectly hardy everywhere. (See Climbing Teplitz, page 23.)

### Mme. Jenny Gillemot

A brilliant saffron-yellow, opening canary with dark golden shades. Buds long, pointed; flowers large. Hardy and very strong growing. In constant bloom all summer.

**Mme. Eugene E. Marlitt**—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade in hottest weather. **Amelia Gude**—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped a lighter shade. Free bloomer, good grower. It represents that type of garden rose that has put many of the old favorites into the discard.

### Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection: as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

**Ophelia**—Salmon flesh, shaded rose. Buds of unusual beauty, opening full and double. Of strong habit, and produces its flowers in great profusion. Very hardy. A very popular rose.



**Pink Radiance**



**Mme. Jenny Gillemot**

**PRICES**  
All roses  
on this page

**STRONG FIRST SIZE**  
30c ea., any 4 for \$1.00;  
\$2.50 per doz. postpaid  
All Roses sent with soil  
on roots

**BIG 2-YEAR PLANTS**  
85c ea. by express; \$8.50  
per doz.; 95c ea. prepaid  
parcel post, \$9.50 per doz.  
Any 6 at dozen prices.

**STAR SIZE PLANTS**  
\$1.00 ea. by express;  
\$10.00 per doz.; \$1.15 ea.  
prepaid parcel post, \$11.50  
per doz. Any 6 at dozen  
prices



OKLAHOMA. I cannot praise your roses too highly. Today I gathered an enormous bouquet from them. They are beautiful.—Mrs. J. G. M., Oklahoma City, Oklahoma.



## Hardy Everblooming Garden Bush Roses—Continued

### Kaiserin Augusta Victoria

A great white, hardy, everblooming rose. Strong sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long stiff stems; deliciously fragrant; very hardy.

### Kootenay

Flowers immense in size, full and double. A strong, upright grower, bush type. Color creamy white. A very profuse bloomer, always full of buds and blooms.

### Helena Cambier

Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon rose to coppery rose. Hardy everywhere. Don't overlook this great rose.

### Jonkheer J. L. Mock

Gigantic flowers on erect, stiff stems and a growth that is marvelous in



Kaiserin Victoria



J. L. Mock



Helena Cambier

its freedom. Large, heavy foliage; quickly makes a great strong bush. Flowers, enormous in size, magnificently formed, deep and double, color bright, rich pink, faced with carmine. A wonderful hardy garden rose.

**Etoile de France**—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large, massive, deep, full cup-formed flowers of clear red or velvety crimson.

**Clothilde Soupert**—Known the world over as one of the very best of all bedding Roses. A strong dwarf grower and a wonderful bloomer, producing clusters of the finest formed flowers. Full, double and deliciously sweet. Color effect is beautiful ivory white, shading toward the center to silvery rose.

**Commonwealth**—Buds large, long and pointed, open flower very double, extra large in size, of fine substance; solid deep pink color, very fragrant; long, strong stems. A vigorous grower and continuous bloomer. Especially desirable.

**Meteor**—Very few dark Roses compare with this in richness and depth in color, which is a rich velvety crimson, shading very dark in the depths of the petals. Old and rare.

**Colonel R. S. Williamson**—New and lovely satiny-white with deep bluish center. Blooms large, free flowering and hardy.



Kootenay

PRICES  
All roses on  
this page

STRONG FIRST SIZE  
30c ea., any 4 for \$1.00,  
\$2.50 per doz., postpaid.  
All Roses sent with soil  
on roots

BIG 2-YEAR PLANTS  
85c ea., \$8.50 per doz., by  
express; 95c ea., \$9.50  
per doz., postpaid by par-  
cel post. Any 6 at dozen  
prices

STAR SIZE PLANTS  
\$1.00 ea., by express,  
\$10.00 per doz.; \$1.15 ea.  
by parcel post, prepaid,  
\$11.50 per doz. Any 6  
at dozen prices



PENNA. I bought the Hoosier Collection of roses from you last July. They bloomed beautifully and all true to name. I never saw such value for the money. They were first size plants, and came in fine condition. You are a most reliable company.—Mrs. S. B., Plymouth, Penna.



# Heavy "De Luxe" 2 yr. Field Grown Roses

## Enormous 2 yr. Old Plants for Immediate Blooming

FOR those who want BIG ROSE PLANTS for immediate results, both as to size and quick blooming, these super Roses have been specially produced. For two years past they have been skillfully grown outdoors, subject to both hot and intensely cold weather, which of course insures their ruggedness and absolute hardiness. Dug during freezing weather last fall they have been carried along in large pots or crocks, just above freezing, developing their roots. Immense in size, magnificent in quality, they will come to you with this famous New Castle soil around the roots—so they will bloom abundantly, continuously and at once. This we guarantee. Plant deep, as soon as ground can be prepared.

Our list includes every worth while rose, new and standard varieties—the world's best productions. No one need go outside of this list as there are no better roses now known.

**PRICE: FIELD-GROWN ROSES.** \$1.00 each; any 6 for \$5.00, any 12 for \$10.00, by Express, Prepaid by parcel post, \$1.25 each, any 6 for \$6.00, any 12 for \$12.00.

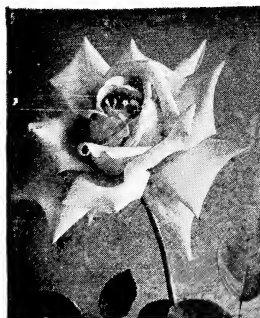
 PLEASE ASK FOR "DE LUXE" PLANTS WHEN ORDERING



Rev. F. Page Roberts

**Kaiserine Augusta Victoria**—Creamy white buds which develop into perfect double blooms. See cut page 17.

**Lady Ashtown**—Satiny buds and blooms of a deep pink. Very beautiful.



Columbia

**Ville de Paris**—Round buds and globular flowers of clear yellow.

**Souv. de Claudius Pernet**—Fine flowers of fadeless yellow. A most sensational rose.

**Rev. F. Page Roberts**—Coppery red buds, opening to golden yellow blooms. Outside of petals copper and red. See cut page 15.

**Miss Willmott**—Perfectly formed white flowers of enormous size with occasional touch of cream or faint pink.

**Francis Scott Key**—Very large, light crimson buds and perfect flowers.

**Etoile de Holland**—Brilliant red blooms of very large size.

**Betty Uprichard**—Carmine colored buds, suffused with orange and coppery carmine.



Red Radiance

**Etoile de France**—Vivid crimson flowers, rounded centers of bright cerise.

**Radiance**—brilliant rose pink. Always blooming. One of the greatest garden roses. See cut page 16.

**Mrs. Henry Morse**—Two tone. Silvery pink on inside with carmine pink on outside.

**Madam Butterfly**—Lovely shade of Indian oak with gold at base of petals. See cut page 13.

**Red Radiance**—The out standing red rose. An even shade of clear red. See cut page 14.

**Souv. de Georges Pernet**—Buds brick red, opening to terra-cotta pink, blooms of immense size. Very double.

**NOTE**—All field grown roses on this and page 19 are continuous blooming, except varieties marked \* which bloom but once, occasionally twice a year.

**PLEASE NOTE**—We can furnish all field-grown roses on this and page 19 in dormant plants anytime from January 1st until April 15th 1930. Price 85c each, any 6 for \$4.50, any 12 for \$8.50 prepaid by parcel post.



Sov. de Cl. Pernet



MISSOURI. The "COLUMBIA SET OF ROSES" and "BABY SET OF MUMS" arrived promptly and looked fresh as if brought in from our own yard.—Mrs. W. R. M., Webster Groves, Missouri.



## "De Luxe" 2 yr. Field-Grown Roses — *Continued from page 18*

**Duchess of Wellington**—Lovely buds of orange yellow, changing to lemon and lighter shades. See cut page 40.

**Mme. Edouard Herriot**—Buds of coral-red and orange, opening to large, semi-double flowers of brilliant orange-red and salmon.



**Mm. Butterfly**

**Columbia** — Bright pink, sweetly scented flowers of exquisite shape. See cut page 13.

**Mme. Alexandre Dreux**—Intensely yellow bud, opening to a beautiful flower of reflexed petals of deep yellow, splashed with orange.

**Mrs. W. C. Egan**—Deep flesh color, softly contrasted with a light shade

of pink and a golden glow at the base of petals.

**Konigin Carola**—Very large, pointed buds, opening to double blooms of satin-rose with silvery reflexes.

**Edel**—Very large ivory-white, globular flowers.

**Gorgeous**—Light yellow blooms, overspread with copper and orange.

**Mrs. Aaron Ward**—Golden fawn shaded to tawny gold and pink. Lovely. See cut page 14.

**Gruss an Teplitz**—Brilliant crimson with velvet shadings. See cut page 16.

**Mme. Caroline Testout**—Large globular flowers of satiny pink. Free bloomer.

\***Paul Neyron**—Flowers immense; probably the largest and finest, bright shining pink. Very hardy.

\***Frau Karl Druschki**—Best hardy, snow-white rose now known. Immense in size, very full and double.

\***Ulrich Brunner**—Cherry red. Immense in size.

\***J. B. Clark**—Deep scarlet-rose, shaded blackish-crimson. Very hardy.

\***Magna Charta**—Bright pink, large, double flowers, suffused with carmine.

\***Mrs. John Laing**—Large blooms of clear pink. Very double and hardy.

\***Paul's Scarlet**—One of the finest scarlet climbing roses. Blooms last for weeks without fading. Hardy everywhere. See cut page 25.

\***Climbing American Beauty**—Brilliant carmine flowers, borne in greatest profusion. Hardy everywhere. See cut page 25.

**Price Field-Grown Roses:** \$1.00 each; any 6 for \$5.00; any 12 for \$10.00 by Express; Prepaid by parcel post, \$1.25 each; any 6 for \$6.00; any 12 for \$12.00.

✂ PLEASE ASK FOR "DE LUXE" PLANTS WHEN ORDERING

## Hardy Hybrid Perpetual Roses

THIS class described in left-hand column, is noted for its extreme hardiness. Especially adapted to northern climates. Known as the old-fashioned "June Rose." Large flowers. Deliciously fragrant.

**Frau Karl Druschki**—The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color. See cut page 15.

**Gloire Lyonnaise**—Flowers large and full; color white, base of petals canary. Tea scent.

**Prince Camille de Rohan**—Deep velvety crimson-maroon, full and of good form and the best of all hardy dark Roses of this class.

**His Majesty**—Color deep, dark crimson, shaded deep vermillion-crimson towards the edges. A most remarkable Rose.

**General Jacqueminot**—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

**Captain Christy**—Delicate peach-blown pink. Deeper in center. Large, full.

**J. B. Clark**—An intense deep scarlet-rose, shaded blackish-crimson, color like the sheen of a plum.

**Anne de Diesbach** (Glory of Paris)—Lovely brilliant carmine, long, pointed buds, and large, finely formed flowers.

**Paul Neyron**—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double and full.

**Magna Charta**—Bright pink, large, double flowers, suffused with carmine.

## Miscellaneous Roses

**Hermosa**—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose.

### \*Sir Thomas Lipton Rugosa Rose

A handsome double Rugosa Rose, with the peculiar eathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Hardy as an oak.

### Henri Martin Hardy Moss Rose

Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

**Elizabeth Rowe**—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

## Green Rose—A Curiosity

A most interesting member of the rose family, grown for its oddity. Flowers are small, pointed, double, and of the same color as the foliage—dark pea green.

**PRICES**  
Hybrid Perpetuals and Misc. Roses above

**STRONG FIRST SIZE**  
30c ea., any 4 for \$1.00 postpaid.

**LARGE 2-YEAR PLANTS**  
85c ea., any 12 for \$8.50 by express. Prepaid by mail 95c ea., any 12 for \$9.50, any 6 at dozen rates.

**LARGER STAR SIZE**  
Plants \$1.00 ea., any 12 for \$10.00 by express; prepaid by mail \$1.15 ea., \$11.50 per dozen.



MEXICO. I received a shipment of roses from you and I find the "PRIDE OF NEW CASTLE" has developed wonderfully and I want more of them.—Mrs. F. W. M., Saltillo, Mexico.



Famous Cochet  
Rose Collection  
5 for \$1, postpaid



Famous Cochet Roses  
5 for \$1. Postpaid

## Hardy Cochet Roses

**THE** Cochet Roses are among the greatest of all hardy, ever-blooming bush, garden roses. Hardy with protection, thriving vigorously, making sturdy bushes. The flowers are superb. Always in bloom.

**Pink Maman Cochet**—Its large, full and firm buds open into large perfectly double flowers on long, stiff stems. A clear, rich pink, changing to silvery rose. Has many rivals but no superiors.

**Crimson Maman Cochet**—One of the best hardy roses of its class and color. Bears immense quantities of deep, velvety crimson roses of exquisite fragrance.

**White Maman Cochet**—Snowy white, occasionally tinged with pale blush. One of the finest white Roses for open ground culture.

**Red Maman Cochet**—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson.

**Yellow Maman Cochet**—A typical Cochet Rose. A deep, golden yellow. Considered one of the very finest yellow roses.

**Prices Cochet Roses:** Strong first size plants 25c each. \$2.00 per dozen; Heavy two year plants 80c each, by express, \$8.00 per doz. 90c each prepaid by mail, \$9.00 per doz. Still larger star (\*) size plants \$1.00 ea. by express; \$10.00 per doz, \$1.15 ea. prepaid by mail, \$11.50 per doz. Any 6 of any size at dozen rates.

### SPECIAL OFFER

One each, first size, 5 in all, \$1.00 postpaid. Extra heavy, 2-year old plants, 5 in all, \$3.75; still larger star size plants, \$5.00 for entire set of 5. All postpaid. *Please order as "Cochet Set"*

### GRAND SURPRISE COLLECTION

10 Magnificent Two-Year-Old Roses for \$6.50 Postpaid

We carry an immense Rose stock and rather than carry over odd lots, we offer this great collection, two-year-old plants, all high grade Roses in every particular, at a special wholesale price! You are apt to have in this collection rare Rose novelties but plants **ARE LABELED AND THE SELECTION IS OURS.** We are selling them below the cost of production. Don't miss this Bargain offer. *Order as "Surprise Collection"*

**SPECIAL OFFER**—10 splendid two-year-old Rose plants, finest varieties of Roses in the world, no two alike, labeled, **OUR SELECTION** but including "Pink Radiance," the dazzling pink garden rose; "Jeannette Heller," the one best ever-blooming Rose in the world, and others equally desirable; soil on roots, delivered anywhere in the U. S. A. safe arrival guaranteed for \$6.50, prepaid by Parcel Post.



Pink Radiance



## "JEANNETTE HELLER COLLECTION"

### *10 Wonderful Roses* *Postpaid for \$2.00*

**H**ERE are 10 unsurpassed, garden, bush roses. Have everything good roses should have—hardiness, splendid health, gorgeous, fragrant flowers. Bloom continuously this and every year. A beautiful and varied collection representing every shade and color. All are hardy.

**Jeannette Heller**—One of the greatest of all garden roses. Exquisite blending of pink and cream, very double, magnificently formed. Grows anywhere.

**Baby Doll**—Produces hundreds of miniature blooms in profusion all the time. Never out of bloom. Tips of petals vivid crimson. Base of petals beautiful shades of pink, saffron, yellow and deep gold. A most unique rose.

**Elsie Beckwith**—New, rich glowing rosy pink. Large stiff petals. Sweetly scented.

**Gruss an Teplitz**—Fiery crimson, shaded a dark, velvety sheen. Strong, vigorous grower. Perfectly hardy.

**Helena Cambier**—Large double, beautifully formed flowers of salmon rose to coppery rose shades. A great rose.

**Kootenay**—New, creamy white. An improved Kaiserine Augusta Victoria. Blooms full and double. A profuse bloomer.

**Lady Hillingdon**—Apricot-yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

**Pink Radiance**—A beautiful bright carmine-rose with opal and coppery reflections. Radiantly beautiful.

**Templar**—Clear bright red. Flowers double and globular. Highly scented. Continuous bloomer.

**White Killarney**—Glistening white. Buds long and flowers immense in size.



Famous Jeannette Heller Rose



White Killarney



Elsie Beckwith

### SPECIAL OFFER

One each strong first size plants, 10 superb roses above, postpaid for \$2.00. Complete set strong, two - year - old plants, \$7.50, prepaid by parcel post. The 10 varieties in lustrous, star size plants, \$10.00, prepaid by parcel post.

PLEASE ORDER AS  
"JEANNETTE  
HELLER"  
COLLECTION



Lady Hillingdon





NEW YORK. Three years ago I bought your \$1.00 collection of roses. All lived. The climbers are a source of wonder—they have grown so lovely. I am well pleased.—Miss F. C. W., Buffalo, New York.



## Hardy Climbing Roses

This class of roses is in tremendous demand because of their great value. First they are hardy everywhere without protection, requiring little or no attention, blooming gorgeously for several weeks in early summer. Their glorious colors are seen everywhere. Secondly, once planted (our plants) last a lifetime. For climbing over porches, garage, trellis, pergola, embankments, cemetery planting, for screening unsightly places or single specimens on the lawn, any and every purpose, they have no equals. Free from insects, hardy as oaks, cheap in price, permanent. No wonder they are planted by the millions. Every desirable variety in our collection. Grow in ordinary soil, require no petting.

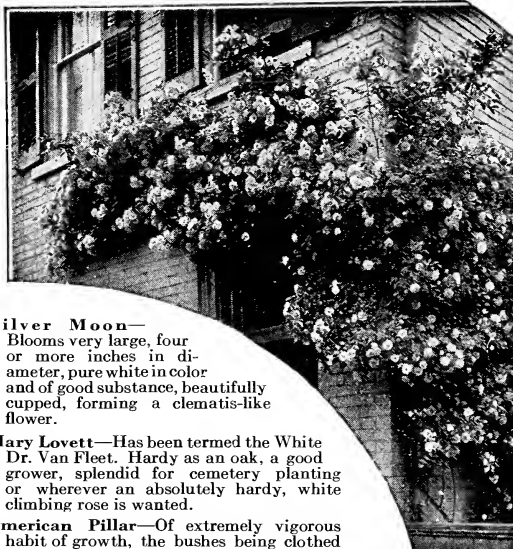
### Keystone

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower of Keystone is perfectly double, with buds beautifully formed. It is a deep lemon-yellow Rose.

**Aunt Harriet**—In full bloom, it is amazingly fine with its masses of dazzling scarlet-crimson roses loading every branch. The bright effect is intensified by the pure white centers and brilliant golden anthers.

**Bess Lovett**—Flowers clear bright red, good size, double, cupped form. Fragrant.

**Dr. W. Van Fleet**—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.



Keystone

### Silver Moon—

Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

**Mary Lovett**—Has been termed the White Dr. Van Fleet. Hardy as an oak, a good grower, splendid for cemetery planting or wherever an absolutely hardy, white climbing rose is wanted.

**American Pillar**—Of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters which are followed by large clusters of attractive red berries.

**Jacotte**—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

**Mary Wallace**—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Hardy everywhere.

**Eugene Jacquet**—Immense trusses of fragrant cherry-red flowers in the greatest profusion.

**Emily Gray**—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

**Alberic Barbier**—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

**Christine Wright**—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink; almost double, borne in large clusters.

### Excelsa

The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy climbing roses. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

**Violette**—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.

**Gardenia** (Hardy Marechal Niel)—Very fragrant; creamy yellow.



Hardy Climbing Rose (Excelsa)

### Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

### White Dorothy Perkins

It is a rampant grower, and in a short time will cover a large trellis. The flowers are of a brilliant glistening white.

#### PRICES

All roses  
on this page

**STRONG FIRST SIZE**  
25c ea., any 5 for \$1.00;  
\$2.00 per doz. prepaid

**BIG 2-YEAR PLANTS**  
80c ea. by express; \$8.00  
per doz.; 90c ea. prepaid  
parcel post, \$9.00 per doz.  
Any 6 at dozen prices

**STAR SIZE PLANTS**  
\$1.00 ea. by express,  
\$10.00 per doz.; \$1.15 ea.  
prepaid mail, \$11.50 per  
doz. 6 at dozen prices





W. AFRICA. Roses were five weeks on the way out here. They came through in good shape and only 5 out of 37 have not started as yet.—F. H. H., Cameroun, W. Africa.



## Free Blooming Climbing Roses

THESE are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Hybrid Teas, Polyanthus, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.

### Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose Gruss an Teplitz, illustrated on page 16, but a vigorous climber attaining a height of 10 to 15 feet in a single season. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms continuously throughout the growing season. One of the world's greatest everblooming climbing roses and hardy everywhere.

### Marechal Niel

The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North could have very careful protection during the winter.

### Mrs. Robert Peary

(Climbing Kaiserin Augusta)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

**Climbing Cecile Brunner**—Color rosy pink, rich creamy white ground. Needs protection.

**Climbing White Maman Cochet**—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. It is a strong, vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

**Climbing Pink Killarney**—Immense, long pointed buds with massive petals, opening into flowers of enormous size; color deep pink, deliciously fragrant.

**Climbing Pink Maman Cochet**—An exact climbing counterpart of the bush variety. As free blooming as the Cochets. Will withstand the rigor of the Northern winters with protection. Superb pink flowers.

**The Cherokee Rose**—The bushes bear large pure white roses in great profusion. Moderately hardy.

**Climbing Sunburst**—Orange copper and golden yellow flowers of large size and perfectly formed handsome buds. Strong grower. Profuse bloomer.

**Fortune's Double Yellow**—Bronzed yellow or coppery and fawn color. (Beauty of Glazenwood.)

**Climbing Helen Gould**—Climbing type of the beautiful Helen Gould. Immense flowers, full and double, constantly produced. Warm watermelon-red. Superior.

**Climbing Meteor**. A sport from Meteor, famous for its magnificent flowers. True climbing habit, attaining a height



Climbing Gruss an Teplitz

of 10 to 15 feet in a single season. Dark velvety crimson, the equal of any Rose.

**Climbing Rhea Reid**—Same as Rhea Reid except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

**Climbing Clothilde Soupert**—One of the best, bearing immense clusters of flowers constantly. Ivory white shaded in center silvery pink flowers. Not excelled by any climber. Hardy.

**PRICES**  
All roses  
on this page

**STRONG FIRST SIZE**  
25c ea., any 5 for \$1.00,  
\$2.00 per doz. prepaid  
Any 6 at dozen prices

**BIG 2-YEAR PLANTS**  
80c ea. by express, \$8.00  
per doz.; 90c ea. prepaid  
parcel post; \$9.00 per doz.

**STAR SIZE PLANTS**  
\$1.00 ea. by express, \$10  
per doz.; \$1.15 ea. prepaid,  
by mail, \$11.50 per doz.

## HARDY CLIMBING VINES

**English Ivy**—A splendid evergreen climber, with dark, glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. 25c each; 5 for \$1.00 postpaid.

**Ampelopsis Veitchii** (Boston or Japanese Ivy)—Covers buildings and walls with a perfect mat of dark green, leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood without

support. Fine plants, 25c each; 5 for \$1.00; three-year-old plants, 75c each, postpaid.

**Clematis Paniculata**—The flowers are pure white and are borne in great panicles or clusters of bloom, fairly covering the plant, so that it is a mass or sheet of fleecy white with an exquisite fragrance. Begins to bloom late in August the first year. Hardy in all sections of the country. Strong pot plants, 25c each. Strong two-year-old, field grown plants, 50c each, postpaid.



IOWA. My Paul Scarlet and Birdie Blye are blooming wonderfully and are a sight to behold. They are just loaded with blooms and only two years old.—Mrs. O. L., Burlington, Iowa.



## “BABY DOLL” ROSE

EXQUISITELY BEAUTIFUL—RIVALS THE RAINBOW

**Our New and Most Sensational Hardy Everblooming Bush Rose**

**T**HE most unique rose ever introduced. The long, slender, deep green foliage is three times as plentiful as is usually found on any rose and is insect proof. **It grows not to exceed 15 inches high.** The smallest bush produces **hundreds** of perfectly formed miniature blooms, early and late, in marvelous profusion, all the time, outdoors and indoors in pots. **The plant is always blooming!**

In hardiness and health it is superb, exquisitely formed, dainty and beautiful. **The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that immediately the exclamation is heard, “What a wonderful rose.”**

**Ours is the original stock introduced in America for the first time as one of the famous “Roses of New Castle.” Don’t miss it.**

## Charming Baby Rambler Roses

Dainty, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.

### George Elger

Produces great quantities of lovely little buds of golden yellow, opening into miniature symmetrical Roses. Each bush is so loaded with blooms that they resemble a huge bouquet. Grand grower, blooming all summer. Very hardy.

**Miss Edith Cavell**—Recommended as the best, bright crimson with white eye; enormous clusters; strong growing, very dwarf.

**Ellen Poulson**—Dark brilliant pink.

**Ideal**—Produces enormous heads of blooms of intense deep lustrous garnet color. Never out of bloom.

**The Lovely Anny Muller**—Flowers shiny, brilliant pink, produced in the greatest profusion in large clusters.

**Marie Pavie**—Medium size, very full and double; borne in large clusters, white flushed carmine.

**White Baby Rambler (Catherine Zeimet)**—Pure white flowers borne in immense clusters. Most delicious fragrance.



**Baby Rambler “Ideal”**

**Red Baby Rambler**—Beautiful clusters of bright red flowers. Splendid grower.

**Baby Tausendschon**—Flowers white, delicately flushed pink, changing to rosy-carmine.

**PRICES**  
All roses  
on this page

**STRONG FIRST SIZE**  
30c ea., any 4 for \$1.00;  
\$2.50 per dozen, prepaid.

**LARGE 2-YEAR PLANTS**  
85c ea. by express, \$8.50  
per doz.; 95c ea. prepaid  
parcel post, \$9.50 per doz.

**STAR SIZE PLANTS**  
\$1.00 ea. by express,  
\$10.00 per doz.; \$1.15 ea.  
prepaid parcel post, \$11.50  
per doz. Any 6 at dozen  
prices



IOWA. "My Paul Scarlet and Birdie Blye are blooming wonderfully and are a sight to behold. They are just loaded with blooms and only two years old."—Mrs. O.L. Burlington, Iowa.



# The Great Climbing American Beauty Rose

## A MOST SENSATIONAL NEW ARRIVAL AMONG "THE ROSES OF NEW CASTLE"

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as American Beauty, with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock. Absolutely true to name, on its own roots.

Climbing American Beauty



Paul's Scarlet Climber



## Flaming Paul's Scarlet Climber

It is generally conceded by experts that this great new climbing rose stands out as one of the few best roses for home planting. Color vivid scarlet shaded slightly crimson, almost a flaming scarlet, a new and striking color. Makes a brilliant display for a long time in the garden. Hardy everywhere. The petals do not fade like many climbing roses, but retain their bright color, and remain in bloom for weeks. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight.

## Birdie Blye

One of the freest blooming, perfectly hardy climbers. Bushes here bloom five and six times each season; good, strong grower; foliage bright, glossy green, free from insects or disease. Blooms full and double, bright carmine, changing to bright satiny rose, very fragrant.

## Tausendschon (Thousand Beauties)

This well known climbing Rose is a favorite with all Rose-lovers, for its great mass of bloom makes a pleasing and impressive display. Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is the most satisfactory of climbers.

**Rosarie** (Pink Tausendschon)—This is a bright pink form of Thousand Beauties. A good climber and a very satisfactory climber in every respect.



Birdie Bly

**PRICES**  
All roses  
on this page

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per doz.; 90c ea. prepaid  
parcel post, \$9.00 per doz.

**STAR SIZE PLANTS**  
\$1.00 ea. by express, \$10  
per doz.; \$1.15 ea. pre-  
paid, \$11.50 per doz.

The Exquisite  
Baby Doll



## "Great Trial Collection"

### 8 Strong, hardy, everblooming Rose Plants

**POSTPAID FOR \$1.00**

Enormous production alone makes this marvelous offer possible. Order this Collection and you will be richly repaid. The TRIAL COLLECTION, 8 sturdy plants \$1.00 postpaid, includes the world-famous "Baby Doll" (see cut on page 24), our own Rose, exquisite and lovely. Has all the colors of the rainbow. Never out of bloom. Grows only 15 inches high. Also "Alexander Hill Gray" (see colored illustration page 15), great, hardy, yellow, everblooming bush rose. Every variety a prize winner, a thing of beauty.

THE SELECTION IS ALWAYS OURS.

**8 strong, sturdy, Rose Plants, labeled, safe arrival guaranteed, all for \$1.00 or 12½¢ each, postpaid.**

Please Order as the "Trial" Collection.

## "FAVORITE COLLECTION" \$1.00

**8 Hardy Climbing Roses, Postpaid, \$1.00**

Hardy Climbing Roses have become immensely popular. These plants once planted last a lifetime. For trellises, arbors, or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial in Trial Collection Offer.

For \$1.00 we send 8 strong, sturdy, climbing rose plants, best varieties, all labeled, our selection. 8 of them for \$1.00 postpaid. Please Order as the "Favorite Collection."



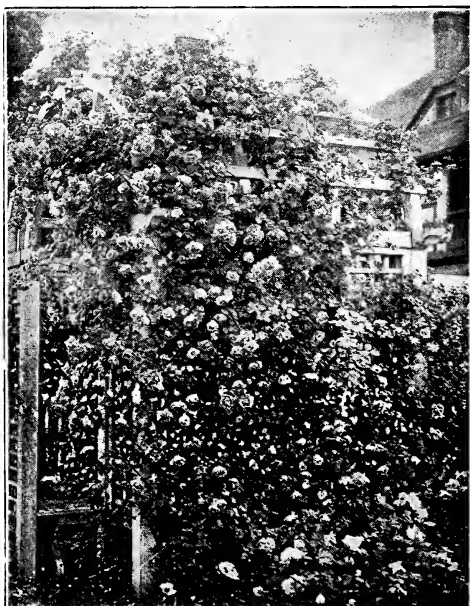
Alexander Hill Gray

## Read!

This is what  
you may expect  
from the

"GREAT  
TRIAL COL-  
LECTION" or  
the "FAVOR-  
ITE COL-  
LECTION."

"Gentlemen: Late in August 1928 I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However EXCELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TAUSENDSCHON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they outbloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. NOTHING YOU SAY IN YOUR CATALOG IS EXAGGERATED"—Mr. M. Z. Monticello, Wisconsin.



A Single Plant, Hardy Climbing Rose



# Gorgeous Dahlias

**I**N brilliant and gorgeous colors, the Dahlia has no rival. There is no end to the range of color. Easy to grow and immensely popular. Plant when all danger of frost is past in average garden soil; cover bulbs about six inches. Cultivate well until blooms show, then mulch with well rotted manure or feed a good standard plant food. Our list includes only the best. Prices include postage.

## Decorative Dahlias

Large, somewhat flat but most beautiful flowers, double and full to the center; petals irregularly situated.

**Countess of Lonsdale**—Salmon-pink, a good variety. 50c each.

**Elizabeth Slocombe**—Rich, deep garnet; fine, large flowers; extra good stems and a strong, vigorous grower. 50c each.

**Easton**—Brilliant Turkish red, good form and remarkably free flowering. 35c each.

**J. M. Goodrich**—New. Beautiful salmon-pink, each petal effectively tipped primrose-yellow. 50c each.

**Minos**—Intense, velvety maroon, almost black. Ideal cut flower variety. 25c each.

**Frank A. Walker**—A charming shade of deep lavender-pink. Has no superior. Flowers produced in abundance on long stems. 25c each.

**Gloriana**—Beautiful pure gold color, slightly reddish towards center. 75c each.

## Peony Flowered Dahlias

Gorgeous new type, semi-double, loosely arranged petals, two or more rows, petals pointed, sometimes twisted like a Peony.

**California**—Beautiful clear, rich, deep yellow. Large, long, stiff stems. 50c each.

**Hortulanus Budde**—A bright scarlet of splendid habit. 25c each.

**Rochester**—A gorgeous crimson-maroon, effectively striped and splashed pure white. Every petal twisted, making a gay contrast with the yellow center. 50c each.

## Cactus Dahlias

Large, loosely-formed chrysanthemum-like flowers. The long, narrow petals are variously rolled and twisted.

**Mrs. J. W. Wilkinson**—Deep pink, with very long petals. 50c each.

**Gen. Buller**—Rich, velvety crimson-maroon, tipped white. 25c each.

**W. B. Childs**—A beautiful, dark purple-maroon. 35c each.

**Rene Cayeux**—Clear, glowing crimson. Early and profuse bloomer. 35c each.

## New and Rare Dahlias



Jersey Beauty—Pink

**Mrs. I. De Ver Warner**—Deep mauve-pink or lavender. Long, stiff stems. One of the best. \$1.00 each.

**Emperor**—Decorative type, large, a deep, velvety crimson, almost maroon. \$1.00 each.

**Washington City**—A gigantic pure white, star-like flower, cactus type. It has a long, stiff stem and holds its flower erect. 75c each.

**Billionaire**—Rich, golden yellow. Immense flowers, peony type. \$1.00 each.

**Jersey Beauty**—A very fine, true pink, flowers of enormous size, perfect shape, produced on long straight, stiff stems; very free bloomer. A wonderful decorative Dahlia, nothing to compare with them. \$1.00 each. See cut.

**Millionaire**—Delicate lavender, with faint pink cast overshadowing it. One of the best lavender-pink decorative Dahlias; immense flower. 6 to 9 inches in diameter. 75c each.

**Bertha Story**—A very large flower of deep rose pink on long stem. Occasionally flowers showing white petals. Remarkably free bloomer. Decorative type. 75c each.

**F. W. Fellows**—Color a bright orange-scarlet. Produces its long, narrow petaled flowers in profusion. One of the very best Cactus varieties. 75c each.

**George Walters**—Salmon pink, with touches of yellow. Producing its blooms very freely on long stiff stems. 75c each.

**Kalif**—A truly majestic flower. Color a pure glowing scarlet. Gigantic flowers are held erect on strong, stiff stems. Free bloomer. Hybrid cactus. 75c each.

**Amun Ra**—Sensational. Giant in size, perfect in flower. Outer petals gorgeous copper and orange tones shading to gold and amber, deepening in the center to a dark reddish brown. \$1.00 each.

**Dr. Tevis**—Gigantic flowers on long, erect stems. Beautiful shade of salmon-rose suffused with gold. 75c each.

**Pride of California**—(Decorative). "American Beauty" dahlia. Huge crimson-red flowers on long strong stems. 75c each.



NEW YORK. The rose bushes and poppies arrived in wonderful condition. One would never know that they had ever been shipped through the mail.—Mrs. R. M. C., Gloversville, New York.



## Handsome Large Flowering Carnations



New Castle Carnations

## Charming Gladioli

Our list comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality and will produce gorgeous flowers of astonishing beauty. No garden is complete without the superb new Gladioli we offer. Our list comprises the best selected from hundreds of varieties. Plant as soon as frost is past on up into summer.

**Wilbrink**—Lavender pink, early, very beautiful.

**Le Marechal Foch**—Rose-pink. An improved America. Large flowers and very early.

**Louise**—Beautiful deep lavender.

**Prince of Wales**—Flowers are large and color is most charming coral pink.

**Schwaben**—Clear canary-yellow shading to soft sulphur. Large flower stalk and wonderful blooms.

**Mrs. Francis King**—Brilliant vermilion scarlet.

**E. J. Shaylor**—Tall, beautiful, pure deep rose-pink.

**Evelyn Kirtland**—Rosy-pink, brilliant blotches on lower petals; tall spike.

**Herada**—Pure mauve. Very beautiful.

**Jewel**—Light salmon, yellow blotch.

**Crimson Glow**—A perfect, very large, deep scarlet-crimson.

**Maidensblush**—Very early, light pink. A great favorite.

Price of named varieties of Gladioli, 15c each; any 6 for 75c; \$1.50 per dozen, postpaid.

### SPECIAL OFFER

One each of the entire set of the 12 splendid gladioli, in strong, sure to bloom bulbs, \$1.50 postpaid.

### SUPERFINE MIXTURE GLADIOLI

All colors gladioli, large bulbs, sure to bloom, 50c per dozen, \$3.50 per 100, postpaid.

Everybody wants the newer varieties of large flowering Carnations because of their strong, healthy growth and lovely flowers which are produced all season long in greatest abundance. Exquisite clove fragrance. Grows splendidly in pots indoors in winter. Have your own year-around supply of superb flowers like you buy in florists shops.

Price: Strong pot plants 15c each, any 6 for 75c; \$1.50 per dozen, postpaid.

**Aviator**—Best standard crimson.

**Mrs. C. W. Ward**—Deep pink, fragrant.

**Pink Enchantress**—Large, deep pink.

**Matchless**—Clear white. Highly scented.

**Radium**—Beautiful red, fine large bloom.

**Golden Glow**—Fine bright yellow.

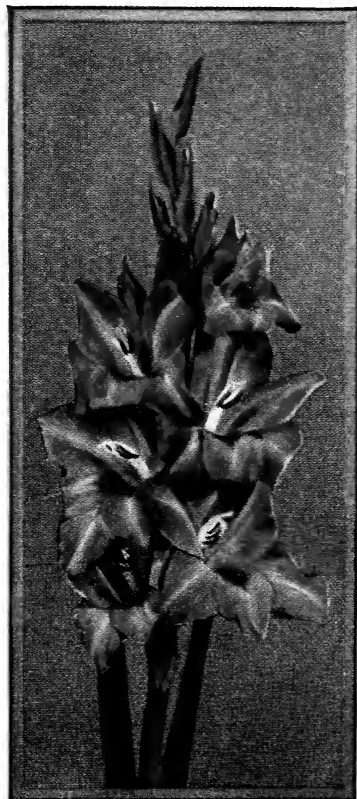
**Miss Theo**—White, dainty marked pink.

**Arctic**—Fine white, large flowering.

**Harvester**—Pure white, free flowering.

**Ivory**—Beautiful creamy white.

**Cheerful**—Deep, pink large flowers.



Gladioli—Herada

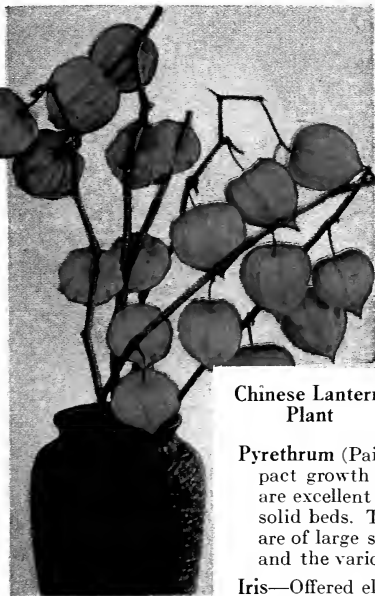


CALIFORNIA. The way your small roses grow to immense bushes in three months and have bloomed has won for your roses popularity with my neighbors.—Mrs. W. A. D., Stockton, Calif.



## OLD FASHIONED HARDY PERENNIALS

THERE is a constantly increasing demand for the old favorites in the gardens of long ago, and more and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty until they fairly run riot with their wealth of bloom and glory of form and color. Hardy.



Chinese Lantern Plant

**Digitalis** (Foxglove)—Gorgeous spikes of tubular flowers. Grows four to five feet tall in majestic effect.

**Sweet William**—For many years the Sweet William (*Dianthus Barbatus*) has been considered one of our finest, hardy, garden plants, being of easy culture, thriving in any good garden soil and lasting for years.

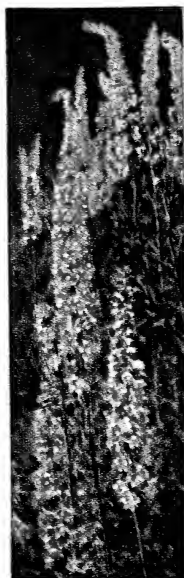
### Delphiniums

(Hardy Larkspur)—One of the most popular perennials, excellent for cutting. colors range from palest sky blue to the very deep Indigo blue. Many of the blooms have pink fillings. Long, large spikes of flowers. You will be delighted with these splendid plants.

**Campanula** (Canterbury Bell)—Choice mixed. Large clusters of bell-shaped flowers.

**Pyrethrum** (Painted Daisy)—Pyrethrums are of low, compact growth with lace-cut foliage of beautiful green and are excellent for edging, or for general planting and in solid beds. The flowers resemble that of a Daisy in shape, are of large size, and the color ranges from pure white and the various shades of pink and red to deep purple.

**Iris**—Offered elsewhere. See page 33.



Delphiniums

**Oriental Poppy**—Brilliant crimson-scarlet with black blotches at base of petals. Beautiful and showy.

**Phlox**—See page 33 for list of varieties and prices.

**Chinese Lantern Plant**—An ornamental plant forming dense bushes 2 ft. high producing freely bright orange-scarlet lantern-like flowers, which can be cut and dried for winter bouquets.

**Rudbeckia** (Golden Glow)—Grows six to eight feet high, bearing exquisite, double flowers of golden yellow on long, graceful stems.

**Shasta Daisies**—These are universally popular for outdoor planting and considering their many good qualities there is no cause for surprise to see them planted so extensively. The flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

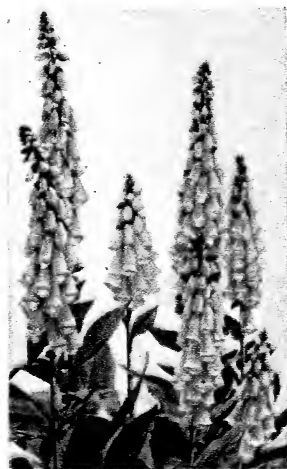
**Statice**—Produces immense panicles of delicate blue flowers. One of the best perennials for cut flowers, either fresh or dried for winter bouquets



Shasta Daisy

**"How Much Longer this Spring can You Fill Orders?"** The answer to that is we fill orders every day in the year. Our rose plants are pot-grown and you can plant them anywhere or any time *that suits your convenience*. You can plant in the early Spring or during May, June, July, August—whenever you want to. *We guarantee them to be satisfactory. You take no risk.*

Price of all Hardy Perennials on this page, extra strong, well rooted plants for immediate blooming, (mostly two-year field grown plants), 30c each, any 4 for \$1.00; \$2.75 per dozen postpaid.



Foxglove





PORTO RICO. Roses reached me in good condition and are now growing very well. I'm pleased with them.—I. A. V. Utuado, Porto Rico,



## Hardy Perennials—Continued



Columbine



Coreopsis

Price of all Hardy Perennials on this page, extra strong, well rooted plants for immediate blooming (mostly two year field grown plants), 30c each, any 4 for \$1.00; \$2.75 per dozen postpaid.

**Coreopsis**—A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow, graceful form and invaluable for cutting. Succeeds in any position.

**Gaillardia (Blanket Flower)**—Among the most attractive and effective of our hardy perennial plants. Will thrive in almost any position or any soil. One mass of bloom from June till autumn. The gorgeous flowers, 2 or 3 inches in diameter, dark red, brown in center with bands of crimson-orange and vermillion, are borne on stems 18 to 24 inches long.

**Aquilegia (Columbine)**—As a cut flower the Long-Spurred Columbines are the daintiest of all outdoor grown flowers. They are a most important part of every hardy garden. Mixed colors.

**Clove (Pinks)**—All colors. Their clove fragrance perfect form and rich coloring make them great favorites for edgings, walks, drives and rock gardens.

**Achillea (The Pearl)**—Double white flowers produced in large sprays all summer. Fine for cutting.

**Hollyhocks**—Double, mixed colors.

**Physostegia (False Dragon-head)**—One of the most beautiful midsummer perennials, forming dense bushes 4 to 6 feet high, bearing spikes of delicate tubular soft pink flowers.

**Forget-Me-Not**—Beautiful small blue flowers; useful in a shady spot or for rock gardens.

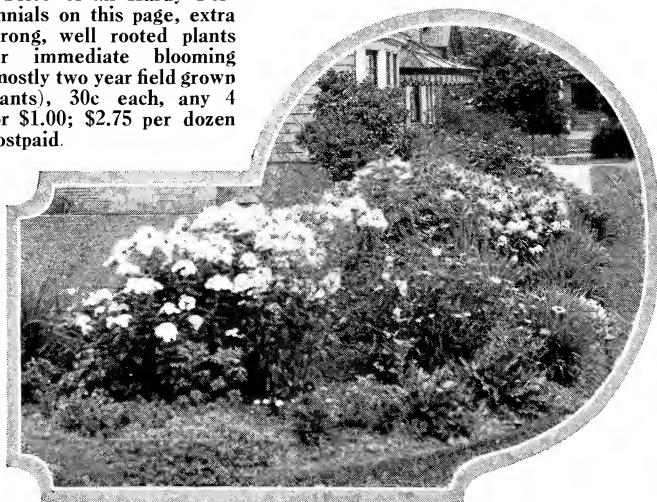
**Everlasting Pea**—One of the most desirable climbing plants, producing clusters of large deep rosy pink flowers all summer.



Gaillardia



Double Hollyhock



Effective Perennial Planting



## Hardy Shrubs for Permanent Planting

**A**BSOLUTELY hardy, and, once planted, last indefinitely, increasing in size and beauty year after year. For cold climates where hardy plants are needed, they stand out without an equal. Planted in clumps, masses or used for hedges, screens, or for filling unsightly corners, make a glorious show. Last a lifetime and are sure to give splendid satisfaction.



**Spirea Van Houttei**

### Deutzias

Dainty bell or tassel-shaped flowers, borne thickly in wreaths along their branches, in June. **Crenata**—4 to 6 feet; double white, tinted rose. **Pride of Rochester**—4 to 6 feet. Pure white, with a faint blush.

### Weigelas

Bloom in May, June and July. Flowers are produced in so great profusion as almost entirely to hide the foliage.

**Candida**—Snow-white flowers. Late June.

**Lavellei**—Deep red flowers; beautiful.

**Rosea**—Flowers are large and of a deep rosy color. One of the best.

### Amoor River Privet

Similar in habit to California, but with dark, lustrous foliage and more upright habit of growth. Reputed to be hardier.

**Prices:** First size plants, 25c each; \$2.50 per doz., postpaid; \$10.00 per 100 by express; larger two-year old plants, \$15.00 per 100, by express, collect.



**Weigela Rosea**

### Berberis Thunbergii

(Barberry)—Grows 3 to 4 feet high; small, perfectly shaped, rich green leaves turning in autumn to bright scarlet. Flowers a delicate shade of coppery yellow, followed by beautiful, brilliant red berries, clinging all winter.

**Prices:** First size plants, 20c each, 6 for \$1.00, postpaid; \$12.00 per 100 by express; larger plants, 50c each, \$5.50 per dozen, by express; \$35.00 per 100, express or freight. (50 at 100 rates.)

### Hibiscus—Meehan's Marvel Mallow

Large flowering plants which make a bush-like growth from 4 to 5 feet high and 2 to 3 feet across. The flowers are enormous in size, frequently 8-10 inches in diameter. Mixed colors—pink, red or white.

### Double Japan Snowball—Viburnum Plicatum

Blooms in early June, when the whole bush is loaded with great, compact balls of pure white, double flowers. They are borne in such profusion that the entire plant appears one dense mass of bloom; the tree grows erect and bushy, 6 to 8 feet high.

### Buddleia—Butterfly Bush

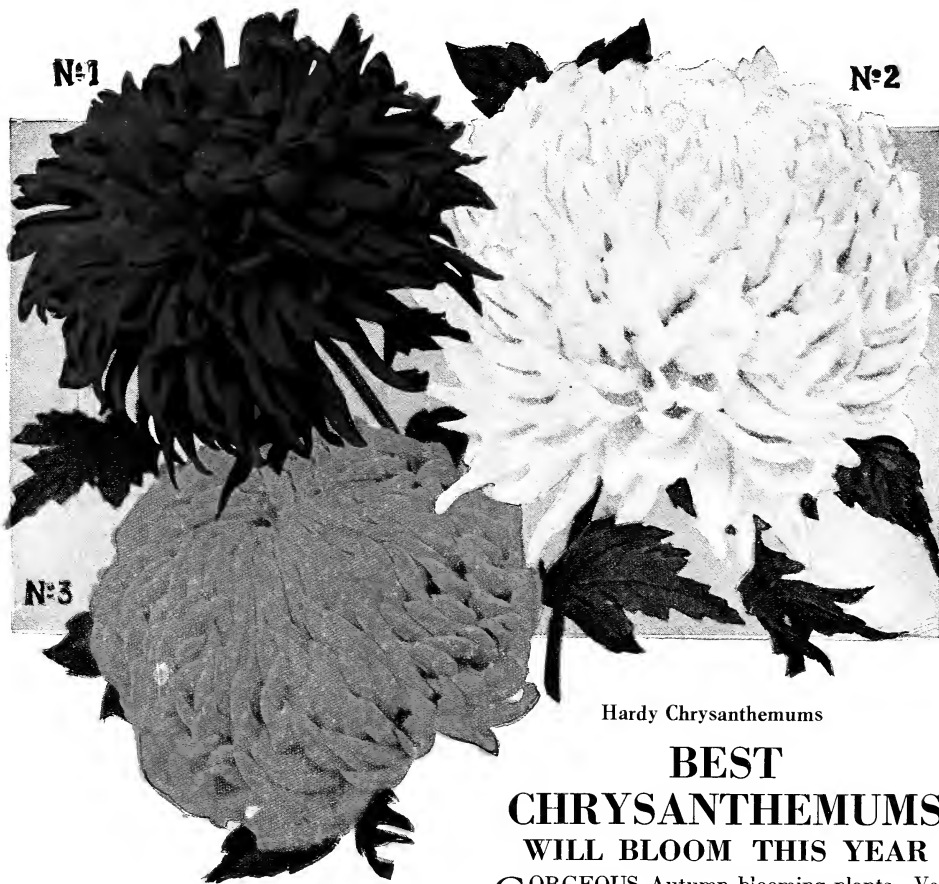
The long flower spikes are made up of numerous small florets somewhat on the order of a Lilac. The color is a beautiful shade of lilac shading to lavender, and the plant is a mass of bloom from June until frost. Perfectly hardy.

**Prices of all shrubs except where noted:** First size plants, field grown, 35c. each, 3 for \$1.00 postpaid; 2-year-old, field-grown plants 75c. each, \$8.50 per doz. by express; 85c. each, \$9.50 per doz. postpaid.

**Butterfly Bush**



KANSAS. The roses we had from you last year were just wonderful. They bloomed all summer and we had roses in the house the whole season.—E. N. M., Clay Center, Kansas.



## HARDY POMPON 'MUMS

**E**NTIRELY hardy, producing hundreds of miniature flowers. Very showy. Continue blooming even after heavy snows. They last for years. Our collection includes the very best.

Sunshine—Crowded sprays of intense yellow.

Christmas Gold—Bright golden yellow.

Uvalda—Very early. Pure white.

Mrs. Buckingham—Single rosy, pink, yellow center

Diana—Pure white.

Miramar—A fine bronze. Incurved petals.

New York—Handsome golden bronze.

Red Doty—Bright red.

Lillian Doty—Incurved, soft pink.

Godfrey—Late, light pink.

Klondyke—Brilliant yellow.

Hilda Canning—Brilliant bronze.

Hardy Chrysanthemums

## BEST CHRYSANTHEMUMS WILL BLOOM THIS YEAR

**G**ORGEOUS Autumn blooming plants. Very popular. The last flowers of the year. Hardy with protection. A superb collection of fine, large flowering plants.

White Frost (No. 2)—Beautiful white, ball shaped.

Yellow Frost—Light yellow, straight petals.

Roman Gold—Superb yellow, early.

C. C. Pollworth—Choice early yellow.

Major Bonnafon—Golden yellow, ball shaped.

Golden Glory—Shining gold, full and big.

Quaker Maid—Large glistening white.

Gold Lode (No. 3)—Golden yellow.

Oconto—Pure white, large blooms.

Smith's Enchantress—Bright rose, very early.

Silver Sheen—Beautiful, large white.

Golden Chadwick—Handsome yellow. Incurved.

Charles Rager—Early, pure white.

Harvard (No. 1)—Late, dark velvety crimson.

Unaka—Grand, lavender-pink. Incurved.

Pacific Supreme—Fine large pink.

Price of all Chrysanthemums on this page, strong plants, 15c each, any 4 for 50c; \$1.50 per dozen, assorted, postpaid.



WISCONSIN. Even the first size roses bloomed the first year, and are loaded with buds continually. I'm for Heller Roses.—Mrs. L. C. J., Waupun, Wisconsin.



## German Iris

**I**RIS or Fleur-de-lis is one of the most beautiful, hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

**Caprice**—Cerise, deeper falls, early.

**Caterina**—Standards light blue, falls lilac; very large; very tall.

**Crimson King**—Rich claret purple.

**Dr. Bernice**—Standards coppery bronze falls rich velvety crimson. Extra.

**Honorabilis**—Golden yellow and crimson brown.

**Madame Chereau**—White frilled edges beautifully penciled violet-blue

**Queen of May**—Lilac pink, large; mid-season. Beautiful tall growing variety.

**Speciosa**—Lavender purple and reddish purple.

**Sherwin Wright**—Fine bright yellow.

**Walhalla**—Standards light violet, falls deep purple.

Price of all Iris: Strong plants, 20c each; 3 for 50c; set of 10 varieties above, \$1.50 postpaid.



German Iris

## Hardy Phlox

**W**E have no more satisfactory flowering plants than hardy Phlox. Once planted they are permanent. Immense heads of brilliant colors produced in continuous profusion until severe frosts. We offer strong, field grown plants for immediate blooming.

**Athis**—Salmon.

**Rhineland**—Salmon, red eye.

**Terre Neuva**—Lavender.

**Mrs. Jenkins**—White.

**R. P. Struthers**—Salmon.

**Rosenberg**—Purple, red eye.

**Ferdinand Cortez**—Red.

**Rhinestrom**—Pink.

**Pantheon**—Salmon rose.

**Champs Elysee**—Purple.

**Europa**—White, red eye.

To give an idea of where the "ROSES OF NEW CASTLE" go and grow, today when this is written we are shipping orders to Japan, Nova Scotia, Siam, Porto Rico and Venezuela. This is not an unusual occurrence but it will give our friends an idea of the world wide fame of our roses and our ability to send them safely to all parts of the world.



Prices Hardy Phlox: Strong, vigorous, field-grown plants, the only reliable kind for immediate effect, 30c each; 4 for \$1.00; \$2.90 per dozen, postpaid. One each, 10 Phlox above, \$2.35, postpaid.



Bed of Hardy Phlox



NORTH CAROLINA. Your roses certainly are the finest I get anywhere.—Mrs. E. A. C., Fayetteville, No. Carolina.



# Look What 50 Cents Will Buy

Greatest Value for the Money Ever Offered—We Ship Highest Grade in Every Collection  
All labeled, our selection, 50c postpaid for each collection.

THE collections below (50c each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all the stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order. All collections our selection.

PLEASE ORDER BY COLLECTION NUMBER.

**50c** buys four splendid new hardy Tea Roses. A choice selection of **No. 45** colors.

**50c** buys five Elegant Chrysanthemums. The blooms large and handsome. **No. 50**

**50c** buys 1 Asparagus Sprengeri, 1 Asparagus Plumosus, 1 Geranium, 1 Fern. **No. 55**

**50c** buys 3 hardy Hybrid Tea Roses. Beautiful colors and tints that will please. **No. 46**

**50c** buys four extra fine Carnation plants. that will bloom for you all the season. **No. 51**

**50c** buys 10 fine Tuberosa bulbs, 5 Excelsior Pearl, 3 Orange flowered and 2 New Variegated Leaved **No. 56**

**50c** buys two hardy bush Roses and 2 hardy Climbing Roses. Rare and brilliant. **No. 47**

**50c** buys three elegant Canna plants for outdoor planting. Assorted kinds. **No. 52**

**50c** buys 12 new and rare Gladioli of assorted colors. A collection of **No. 57** splendid value.

**50c** buys 3 choice Geraniums. Wonderful selection. The lovely colors will please. **No. 48**

**50c** buys one Phlox, two German Iris. Assorted colors and desirable in the garden. **No. 53**

**50c** buys three splendid Dahlia bulbs. Mixed kinds. Good, strong, hardy tubers. **No. 58**

**50c** buys four splendid Ferns. A rare opportunity to secure Ferns for your fernery or a fine addition to your window or porch box. **No. 49**

**50c** buys one Chrysanthemum, one Canna, one Carnation, one Fern. An extra good collection that will be a continuous pleasure. **No. 54**

**FREE** in all orders for 4 or more of these collections we will add a vigorous plant of our own world famous Rose, Jeannette Heller, **FREE.**



The Beautiful Whitman Lace Fern.

## Decorative Ferns

There is a charm about the fern for home ornament hard to equal with any other plant, with its long sprays of fresh, lively, green handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens.

**Whitmanii**—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Very graceful.

**Boston Fern**—Long, broad fronds, drooping gracefully; forms an immense plant.

**Teddy, Jr.**—New dwarf fern. Fronds are broad and beautifully tapered from the base to the top, drooping just enough to make a graceful plant.

**Roosevelt**—New and grandest of all, with fronds beautifully frilled and waved. Compact, vigorous grower.

**Scotti**—Dwarf growing, compact and a great favorite. Broad petals, strong, upright plant.

**Exaltata**—Strong, upright grower; deep green fronds of heavy texture.

Price of all ferns: Strong, shapely plants 20c each; any 6 for \$1.00, postpaid; larger size, 4 and 5 in. pot-plant, 85c each by mail, postpaid.

**Asparagus Sprengeri**—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. Price, 20c each; 3 for 50c, postpaid.

**Asparagus Plumosus**—Foliage resembles the finest lace. Elegant for cutting. Price, 20c each; 3 for 50c, postpaid.



Heller Chrysanthemum  
from a recent photo

### "Pompon Set of Mums" 5 for 50 Cents Postpaid

ENTIRELY hardy, single plant produces hundreds of miniature, dainty flowers of marvelous colors and form, single, double, semi-double, button-like. Continue in bloom until heavy snows. Immensely and deservedly popular. Hardy. Excellent for cutting.

Diana—The best pure white.


Mrs. Buckingham\*—Single rosy pink.

Klondike—Gorgeous bronze-yellow.

Lillian Doty—Shell pink.

Miramar—Splendid bronze.

**SPECIAL OFFER**—One each of the above five Pompon "Mums" for 50c prepaid.

 Please order as "Pompon Set"

### Hints on Growing Chrysanthemums

Superb, hardy practically everywhere with protection. Pompons unusually hardy. Plant early until late, whenever it suits you, in good garden soil. Stim-U-Plant tablets or well rotted stable manure may be used from time to time. Feed stronger when buds appear. Large, specimen flowers may be had by pinching off small buds leaving the strength to go into the remaining ones. Use Sulpho-Tobacco Soap for insects if they appear. Heap soil up around the plants or if desired clumps may be brought in and stored in winter in a cool, dark cellar, then planted outdoors again in early spring. Easy to succeed with anywhere, giving hundreds of flowers for table and house decoration.

## Chrysanthemums

### "SUPERB COLLECTION"

8 Splendid Varieties  
75c Postpaid

NOTHING so popular, easy to grow and so certain to bloom as these magnificent autumn flowers. Rugged, healthy, producing hundreds of beautiful flowers in Autumn when all other flowers are gone. Hardy with protection. Be sure to include this great collection in your order.

Harvard—Magnificent deep crimson.

Pacific Supreme—Large pink.

Unaka—Beautiful lavender-pink.

Charles Rager—Large, incurved white.


Gold Lode—Large golden yellow.

Oconto—Large white.

Golden Glory—Bright golden yellow.

Smith's Enchantress—Bright rose, early.

**SPECIAL OFFER**—One each of the eight magnificent "Mums" described above prepaid for 75c.

 Please Order as "Superb Collection"



Mrs. Buckingham Pompon from a photo



COLORADO. Plants were all in A-1 condition. The root growth and plants were superb.—  
H. M. S., Colorado Springs, Colorado.



Geranium—S. A. Nutt.

## Geraniums

THESE old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation. We offer large, well-developed plants for immediate blooming.

**A. Brown**—Magnificent rosy crimson; beautiful.  
**Frau Perkins**—Beautiful cerise pink, white center.

**Mme. Barney**—Famous double pink, of a lively shade; exquisite.

**La Favorite**—Double, pure white. The leader.  
**Alphonse Ricard**—Double, bright vermilion.

**Jean Viaud**—Double, bright, clear shade of mauve-rose, shading to a clear white throat.

**S. A. Nutt**—Double, dark red. Free bloomer.  
**Scarlet Bedder**—Scarlet.

**Improved Poitevine**—Salmon pink.

**Red Barney**—Red; strong grower.

**Sweet Scented**—Delicious rose scented.

**American Beauty**—Beautiful crimson.

**SPECIAL OFFER:** One each of the 12 flowering geraniums above in extra large, thrifty plants, \$1.75 postpaid.

Price all Geraniums, large, thrifty plants for immediate effect, 20c each; 6 for \$1.00, \$2.00 per dozen, in one or assorted varieties, postpaid.

## Our Wonderful Canna Lilies

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

Price on all Cannas: strong plants 25c each; 6 for \$1.25; \$2.50 per dozen postpaid, \$16.50 per 100.

**President**—Considered the best red. Immense heads, glowing crimson flowers 7 inches across.

**Panama**—Orange-red petals, bordered with a broad edge of golden-yellow. Flowers large and over-lapping.

**Yellow King Humbert**—Large blooms of yellow, dotted red. 4 feet.

**King Humbert**—4 feet. Immense dark bronze foliage; great heads of orange-scarlet flowers, striped crimson.

**Wintzer's Colossal**—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produced blooms all summer. Blooms retain their color during hottest weather.

**Mrs. Alfred Conard**—4 feet. One of the largest. Color a beautiful shade of salmon-pink. Flowers of immense size.

**American Beauty**—5 feet. A velvety carmine cerise. Large flower heads, well above the foliage.

**Charles Henderson**—Brilliant crimson. 5 feet.

**Gigantea**—Tall growing 7 feet. Medium crimson flowers.

**New York**—Giant scarlet, foliage plum color. 5 feet.

**King Midas**—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

**Eureka**—Best white. Large flowers freely produced on vigorous upright stalks, 4½ feet.

**Wyoming**—Orange, immense, 7 feet.

**Alphonse Bouvier**—Beautiful wine red, distinct. 5 feet.

**FOR CANNA BED (No. 20)**

For circular Bed 7 feet across

1 Scarlet with red foliage for center.

6 Yellow for first circle.

12 Red for second circle.

19 in all, postpaid, \$3.00

**FOR CANNA BED (No. 30)**

For Circular Bed 10 feet across

1 Red foliage for center.

**New Castle Canna Lilies.**

6 Pink for first circle.

12 Yellow for second circle.

18 Scarlet for third circle.

37 in all, \$6.00 Postpaid





IOWA. First size plants of "Sunburst" and "Baby Doll" roses grew and bloomed beautifully. "Baby Doll" had four open flowers and nine buds on it when cold weather came. "Sunburst" is the most beautiful yellow rose of all.—Mrs. E. H., Lyons, Iowa.



## Magnificent Peonies

Of all the flowers in the hardy garden, the Peony is easily recognized as the queen—in fact, it vies with the rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once planted they last a lifetime. They stand the severest winters without the slightest protection. After blooming their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

### New and Rare Peonies

**Livingston**—Rose type, late, full, compact pale lilac rose with silvery tips, center flecked carmine. \$1.50 each, postpaid.

**Grover Cleveland**—Large, compact, rose type. Dark crimson. Late. \$2.50 each, postpaid.

**Karl Rosenfield**—Semi-rose type. Midseason. Tall compact grower. Fine bloomer. Brilliant dark crimson. \$3.00 each, postpaid.

**Suzette**—Semi-rose type. Midseason. Handsome flowers, superb coloring. Bengal rose shaded carmine purple with silvery reflex. \$1.50 each, postpaid.

**Dr. H. Barnsby**—Large, full, globular blooms. Soft solferino red shaded crimson with pronounced bluish reflex; late. \$3.50 each.

**Mixed Peonies**—60c each; \$7.00 doz, postpaid.

### Select List of Peonies

**Edulis Superba**—Red, very large, double.

**Festiva Maxima**—White center, flaked red, double, early.

**American Beauty**—Immense, brilliant crimson. Nothing to equal it.

**Duchess D'Orleans**—Dark carmine.

**Queen Victoria**—Best white.

**Candissima**—Double. Creamy white.

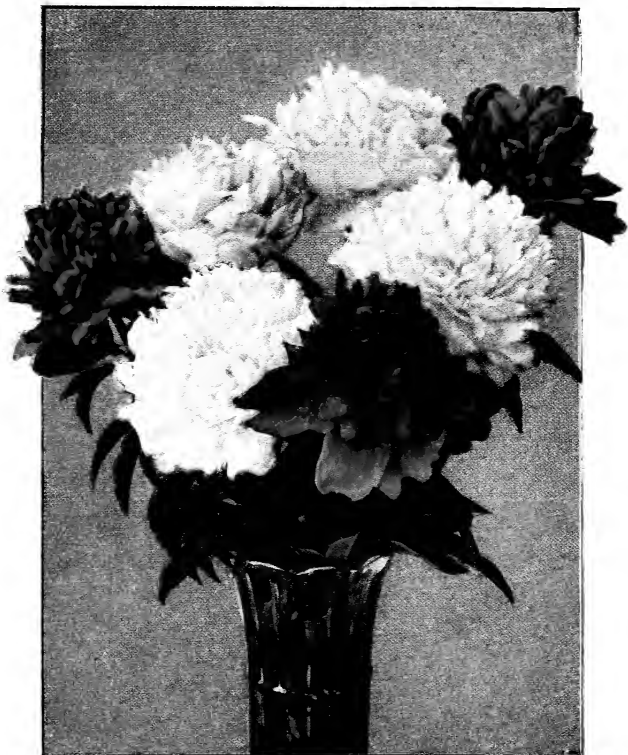
**Charlemagne**—Lilac; white, slight blush center. Double.

**Modeste Guerin**—Deep rose. Double.

**Francois Ortegat**—Deep crimson.

**Canary**—Double. White primrose center.

Price all Peonies, except where noted, in large two and three eye roots, 85c each, \$9.50 per doz, postpaid, assorted if desired



Lovely New Castle Peonies

## New Everblooming Hydrangea

This New Everblooming Hydrangea, "Hills of Snow," is as its name implies, constantly in bloom from early in June until frost. All summer long it bears great clusters of white flowers; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house and single specimens in corners. Bright green foliage. Hardy everywhere. Tremendously popular. (See color illustration.)

### Hydrangea Paniculata Grandiflora

The old favorite with immense white blooms often 10 inches in length, coming in July and August and continuing into cold weather. Color changing in the fall to rich coppery red. Absolutely hardy everywhere. For single specimen, hedges, screens, nothing better. Last a life time.

Price, Hydrangea Paniculata Grandiflora and New Everblooming: strong, field grown plants, 60c each; 5 for \$2.50, postpaid. Extra heavy field grown, two and three year plants, \$1.00 each, 6 for \$5.00, by Express or prepaid by parcel post, \$1.15 each. \$11.00 per dozen.

Hydrangea—Everblooming





OREGON. Roses were as fresh as if they had just come from your garden. I am surely proud of them.—Mrs. J. L. G. Elgin, Oregon.



# Miscellaneous Plants for Window and Porch Boxes and Greenhouses For All Plants — Outdoors and In

NOT everyone can have a flower garden but we list here varieties suitable for this purpose.

## Royal Lily—Lilium Regale

Truly a regal beauty. The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet. The fragrance is delightful, similar to the jasmine. A splendid hardy Lily for the garden flowering about July 1. The easiest Lily to grow. Price Pot Plants 30c each, 4 for \$1.00 \$2.75 per dozen.

**Antirrhinum** (Snap Dragon)—An old favorite; has dark glossy leaves and curiously shaped flowers with finely marked throats. Immense flowers of brilliant colors of strong stems. Price Mixed Colors 10c each, 6 for 50c postpaid.

## Petunias

Nothing better for window or porch boxes. We especially recommend these large flowering varieties.

**California Giants**—Immense flowers in a wide range of bright colors, beautifully ruffled and fringed.

## Free-Blooming Fuchsias

The bright flowers are borne in large drooping clusters very large and graceful. Many beautiful colors with different shadings. Mixed varieties only.

**Coleus Plants** with richly colored foliage of maroon, green, crimson, yellow. Price 10c each, \$1.00 per doz., \$7.50 per 100, postpaid.

## Giant Persian Cyclamen

The most beautiful and decorative of all pot plants. The foliage is dark olive-green, beautifully variegated with silver and rose. The fairy-like flowers are carried on long stems produced for several successive months. The flowers, which are of odd form, embrace every delightful shade of color and are a distinctive feature of this handsome house plant. We offer splendid strong plants ready to bloom, assorted color selection, at 65c each, 3 for \$1.50, postpaid.

## Fine Tuberoses

**Dwarf Excelsior Pearl**—Flowers pure white, very double of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

**Orange Flowered**—Bears snow white flowers. 7c each 75c per dozen, postpaid.

**New Variegated Leaved**—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen.

**SPECIAL OFFER**—We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and three New Variegated leaved—twelve in all for 50c.

## Calla Lillies

Grand pot plants. Easy to grow, free bloomers and superb flowers. Good at all seasons of the year.

**New Yellow**—Large, rich flowers, similar to the old white Calla in form; very fragrant. Color golden-yellow. Large bulbs. 40c each, 3 for \$1.00, postpaid.

**Everblooming Calla Godfrey** (Dwarf)—In bloom all the time. Fine. 25c each.

**Lily of the Nile**—The old favorite White Calla. Grand white flowers. To aid profuse blooming, keep dormant from the middle of June until the last of August; repot in good, rich soil, using 6 to 8-inch pots; give water, light and heat in abundance. 20c each, postpaid.

## USE STIM-U-PLANT

**THE MAGIC FERTILIZER IN TABLET FORM**  
These Tablets Are the Last Word in Modern Gardening Efficiency

STIM-U-PLANT is the only complete plant-food in tablet form. The three mineral nutrients most heavily drawn from the soil by growing plants (flower and vegetable) are nitrogen, phosphoric acid, and potash. Because of this fact, STIM-U-PLANT tablets are made up of these three in a balanced ration of 11 per cent Nitrogen, 12 per cent Phosphoric Acid, 15 per cent Potash—all of which elements are water-soluble and immediately available to the feeding root-hairs of the plant.

**Tablet Form Fertilizer Unique and Valuable**

1. Gives an EXACT FEEDING UNIT—no guesswork.
2. Provides for ABSOLUTE CONTROL of feeding, eliminating the danger of overfeeding.
3. No MESSY MIXING.
4. No unpleasant ODOR.
5. Is EASIEST to APPLY.
6. Insures MAXIMUM EFFICIENCY because the plant gets all the food-value—none being lost through scattering where not available to the plant, leaching, and run-off of surface soil-water.
7. Makes REPOTTING of house plants UNNECESSARY, as it replaces the food withdrawn by the growing plant.

**Easy to Use—Immediate Results—Directions with Every Package**

This wonderful fertilizer and plant-food is odorless—has no obnoxious, messy characteristics. To use, simply insert a tablet in soil near each plant; or dissolve in water at the rate of four tablets per gallon and use as liquid manure. For plants in drills, put tablets a foot apart along row; in beds, a foot apart each way. Complete, easy directions with every package.

Prices, postpaid: Small size, 25 cts.; 100 tablets, 25 cts.; 1,000 tablets, in bucket, \$3.50.

## A PROVED SUCCESS

STIM-U-PLANT is a proved success with nurserymen, strawberry-growers, rose-growers, florists—and thousands of home gardeners praise it highly.

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Royal Lily—Lilium Regale



# Rose Index and Color Chart

Below is given the complete, alphabetical list of all roses offered in this book, giving the class to which they belong and for your convenience colors have been classified as near as possible to do so. Abbreviations used are as follows: Hardy Everblooming Roses (mostly Hybrid Teas) H.E.; Everblooming Teas, E.T.; Hardy Climbers, H.C.; Free blooming Climbers, F.B.C. Hardy Perpetuals, H.P.; Polyantha, P.; Moss, M.:

## Free Blooming Climbers

Bell of Portugal.....	4
Birdie Blye.....	25
Cherokee.....	23
Cli. Cecile Brunner.....	23
Cli. Columbia.....	6
Cli. Helen Gould.....	23
Cli. Clothilde Soupert.....	23
Cli. Gruss an Teplitz.....	23
Cli. Pink Killarney.....	23
Cli. Pink Cochet.....	23
Cli. Sunburst.....	23
Cli. Meteor.....	23
Cli. Rhea Reid.....	23
Cli. White Cochet.....	23
Fortune's Double Yellow.....	23
Freedom.....	4
Marchal Niel.....	23
Mrs. Robert Peary.....	23

## Hardy Climbers

Alberic Barbier.....	23
American Pillar.....	23
Aunt Harriet.....	23
Bess Lovett.....	23
Cli. American Beauty.....	19 & 25
Christine Wright.....	23
Cli. Meteor.....	23
Dorothy Perkins.....	23
Dr. W. Van Fleet.....	23
Emily Gray.....	23
Eugene Jacquet.....	23
Excelsa.....	23
Gardenia.....	23
Heart of Gold.....	4
Jacotte.....	23
Keystone.....	23
Mary Lovett.....	23
Mary Wallace.....	23
Paul Scarlet.....	19 & 25
Rosarie.....	25
Silver Moon.....	23
Tausendschon.....	25
Violette.....	22
White Dorothy Perkins.....	22

## Pink Shades

Anny Muller, P.....	24
Baby Tausendschon, P.....	24
Betty Uprichard, HE.....	5 & 18
Bridesmaid, ET.....	10
Captain Christy, HP.....	19
City of Little Roch, HE.....	4
Columbia, HE.....	15 & 19
Commonwealth, HE.....	17
Elsie Beckwith, HE.....	5
Elizabeth Rowe, M.....	19

Ellen Poulson, P.....	24
Gruss an Aachen, P.....	15
Hermosa.....	19
Jeannette Heller, HE.....	9
J. B. Clark, HP.....	19
John Cook, HE.....	4
John C. Mensing, HE.....	5
Johnheer J. L. Mock, HE.....	17
Konigin Carola, HE.....	19
Lady Alice Stavey, HE.....	4
Lady Ashtown, HE.....	5 & 18
Lady Ursula, HE.....	5
LaChampagne, HE.....	5
Magna Charta, HP.....	19
Mme. Butterfly, HE.....	13 & 18
Mme. Caroline Testout, HE.....	14 & 19
Mme. Edouard Herriot, HE.....	5 & 19
Mrs. Henry Morse, HE.....	5 & 18
Mrs. W. C. Egan, HE.....	5 & 19
Mrs. B. R. Cant, ET.....	11
Mrs. John Laing, HP.....	19
Ophelia, HE.....	16
Paul Neyron, HP.....	19
Pink Killarney, HE.....	12
Pink Radiance, HE.....	16 & 18
Pink Maman Cochet, HE.....	20
Premier, HE.....	13
Silver Columbia, HE.....	16
Victor, HE.....	14
William R. Smith, ET.....	11

## Red and Crimson Shades

Anna de Diesbach, HP.....	19
American Beauty, HP.....	12
Courtney Page, HE.....	4 & 13
Crimson Queen, HE.....	13
Crimson Cochet, ET.....	20
David O. Dodd, HE.....	4
Etoile de France, HE.....	17 & 18
Etoile de Holland, HE.....	4 & 18
Francis Scott Key, HE.....	14 & 18
General McArthur, HE.....	5
General Jacqueminot, HP.....	19
Gruss an Teplitz, HE.....	16 & 19
His Majesty, HP.....	19
Hoosier Beauty, HE.....	13
Ideal, P.....	24
J. B. Clark, HP.....	19
Lafayette, P.....	21
Matchless, HE.....	5
Meteor, HE.....	17
Mme. Eugene E. Marlitt, HE.....	16
Miss Edith Cavell, P.....	24
National Emblem, HE.....	13
Prince E. Cd'Arenberg, HE.....	15
Pride of New Castle, HE.....	2
Prince de Rohan, HP.....	19
Red Letter Day, HE.....	13

Red Radiance, HE.....	14 & 18
Red Columbia, HE.....	5
Red Giant, HE.....	5
Red Maman Cochet, HE.....	20
Red Baby Rambler, P.....	24
Rhea Reid, HE.....	14
Richmond, HE.....	14
Royal Red, HE.....	4
Sensation, HE.....	16
Templar, HE.....	5
Ulrich Brunner, HP.....	19

## White or Nearly White Shades

Bride, ET.....	11
Col. R. S. Williamson, HE.....	17
Clothilde Soupert, P.....	17
Cornelia Cook, ET.....	11
Edel, HE.....	5 & 19
Frau Karl Druschki, HP.....	15 & 19
Gloire Lyonnaise, HP.....	19
Kaiserine A. Victoria, HE.....	17 & 18
Katherine Zeimet, P.....	24
Kootenay, HE.....	17
Marie Guillot, ET.....	11
Marie Parie, P.....	24
Miss Willmott, HE.....	5 & 18
Sir Thomas Lipton, M.....	19
White Killarney, HE.....	12
White Maman Cochet, ET.....	20
W. F. Kendrick, HE.....	4
White Baby Rambler, P.....	24

## Yellow Shades

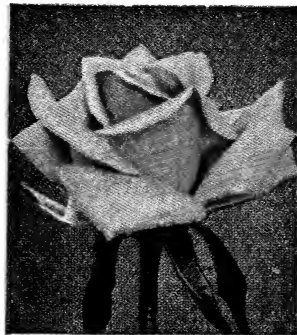
Alexander Hill Gray, ET.....	15
Amelia Gude, HE.....	16
Baby Doll, P.....	24
Duchess of Wellington, HE.....	5 & 19
Etoile de Lyon, ET.....	10
George Elger, P.....	24
Gorgeous, HE.....	5 & 19
Helena Cambier, HE.....	17
Hugonis.....	4
Lady Hillington, ET.....	11
Mme. Jenny Gillemont, HE.....	16
Mme. Alexander Dreux, HE.....	19
Mme. Francisca Kruger, ET.....	11
Mrs. Aaron Ward, HE.....	14 & 19
Mrs. A. R. Waddell, HE.....	5
Rev. F. Page Roberts, HE.....	5-15-18
Roselandia, HE.....	4
Senator Mascurand, HE.....	5
Souv. Claudius Pernet, HE.....	18
Souv. de Georges Pernet, HE.....	5 & 18
Sunburst, HE.....	14
Yellow Killarney, HE.....	12
Yellow Maman Cochet, HE.....	20
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*Madam Butterfly*



*Kaiserine Augusta Victoria*



*Pride of New Castle*

## **“National” Set of Garden Roses**

### **12 HARDY EVERBLOOMING ROSES \$2.75**

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**Prince E. C. D’Arenberg**—Bright scarlet, shaded maroon. Buds long and pointed. Flowers full and double. A great rose.

**Duchess of Wellington**—Saffron-yellow opening to deep copper-yellow.

**Kaiserine Augusta Victoria**—Pure white large double flowers. Very hardy.

**Mrs. Aaron Ward**—Coppery orange in the bud, golden orange when open. Splendid form, magnificent foliage.

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**Lady Alice Stanley**—New, beautiful pale flesh pink, outside of petals, coral rose.

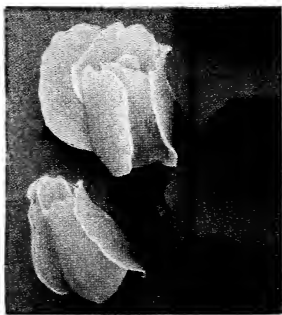
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## **HELLER BROTHERS CO., New Castle, Indiana**



*Columbia*



*Mrs. Aaron Ward*



*Pink Radiance*